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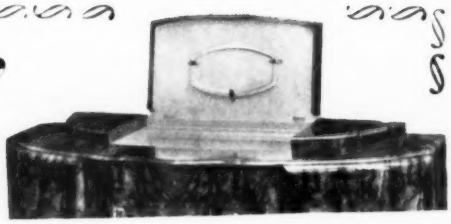

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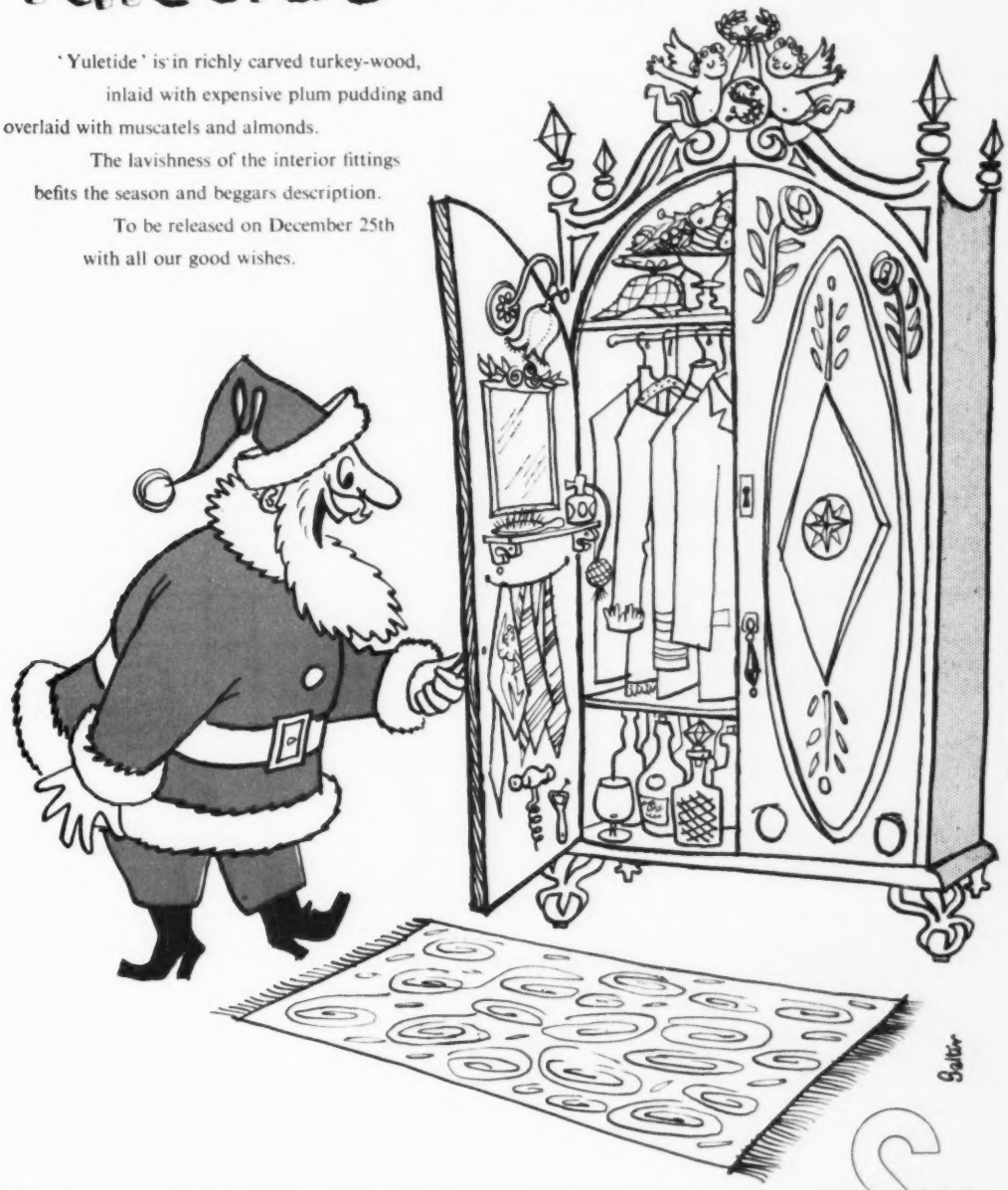

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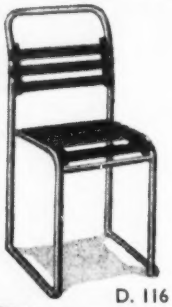

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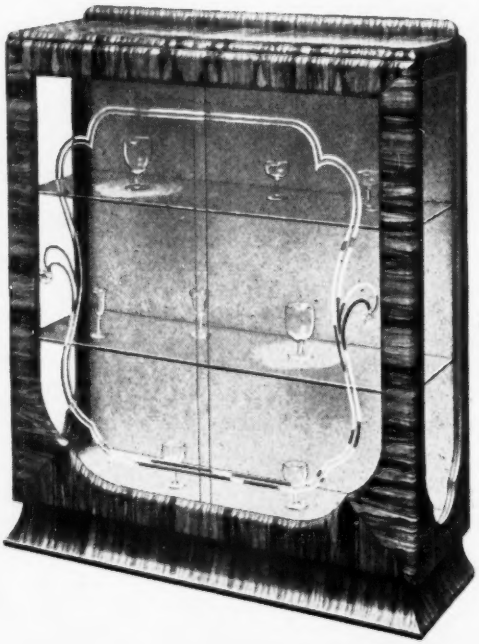

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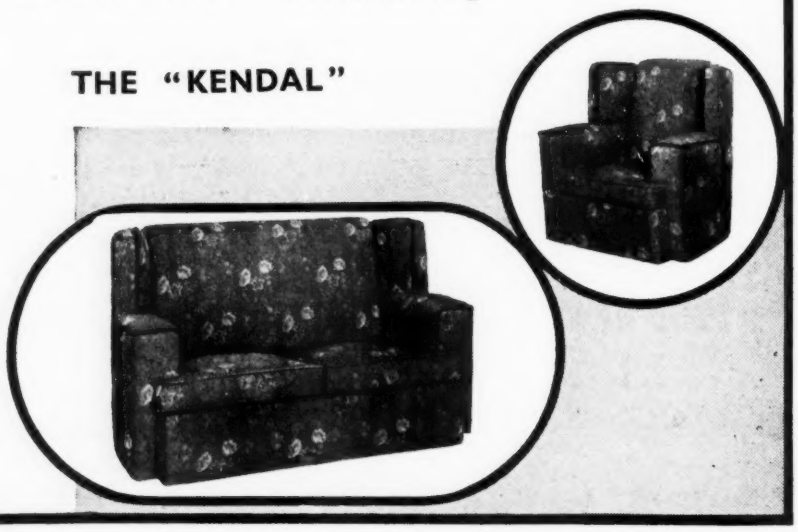

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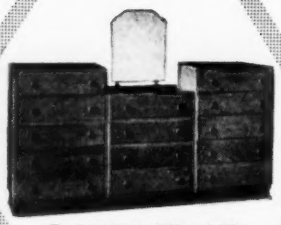

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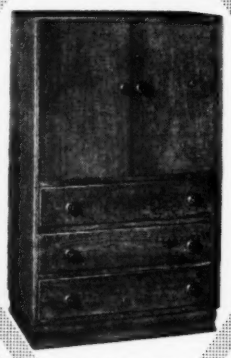

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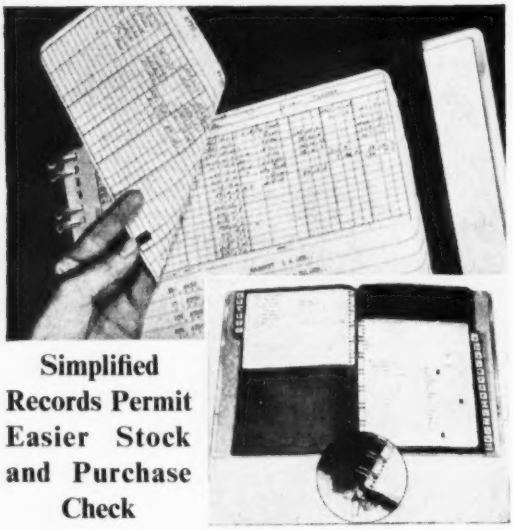

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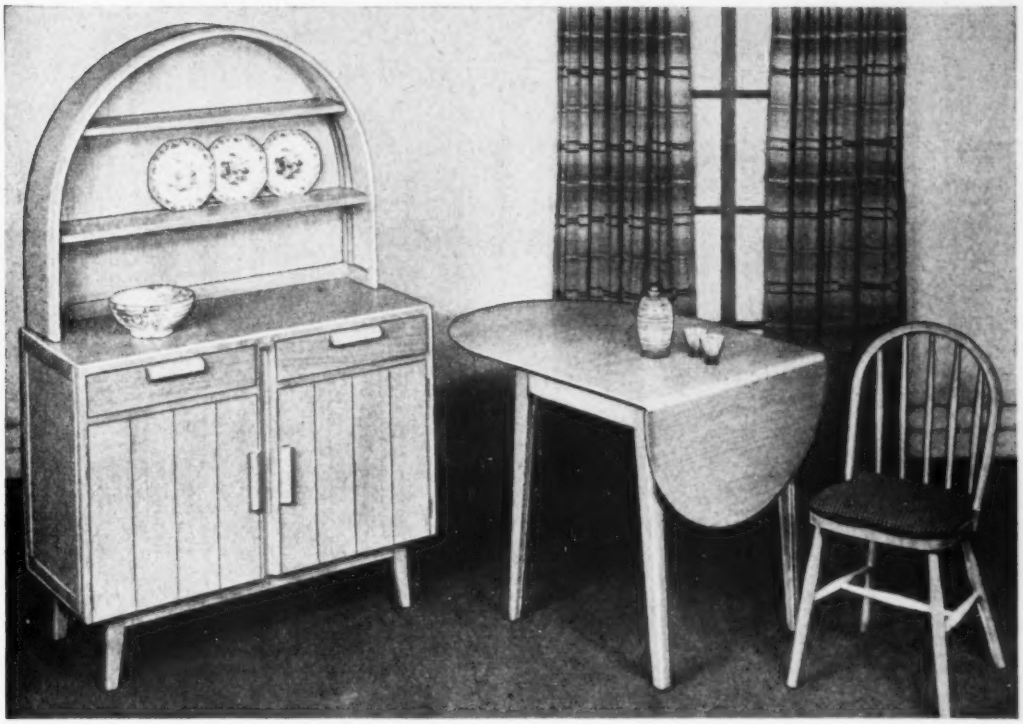

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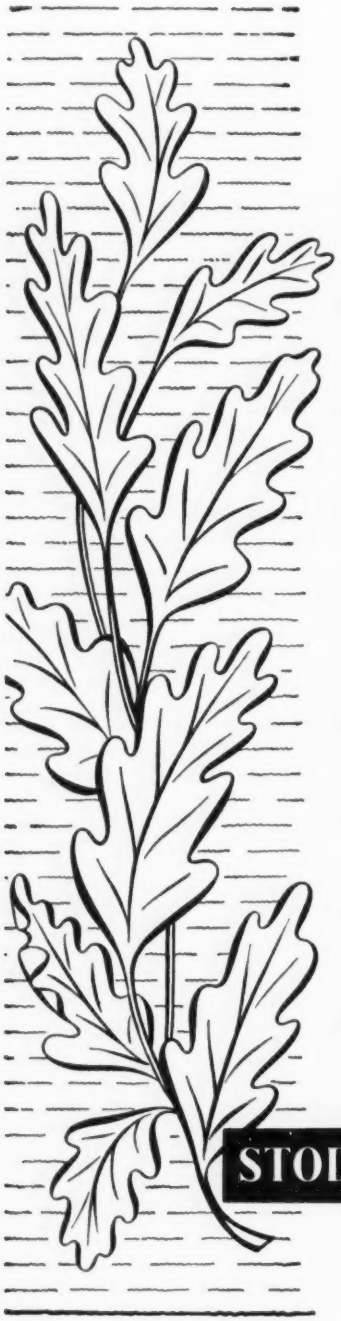

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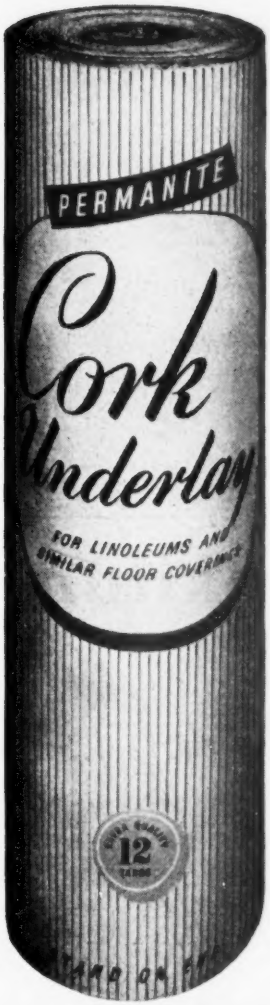

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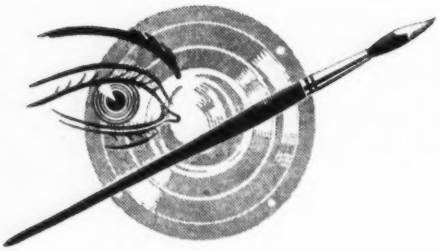

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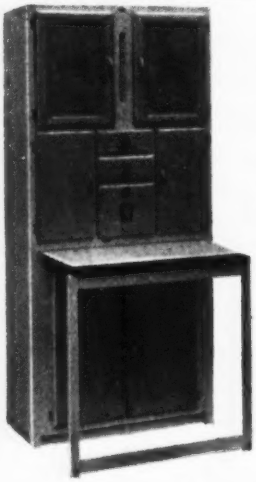

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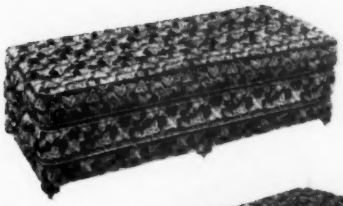

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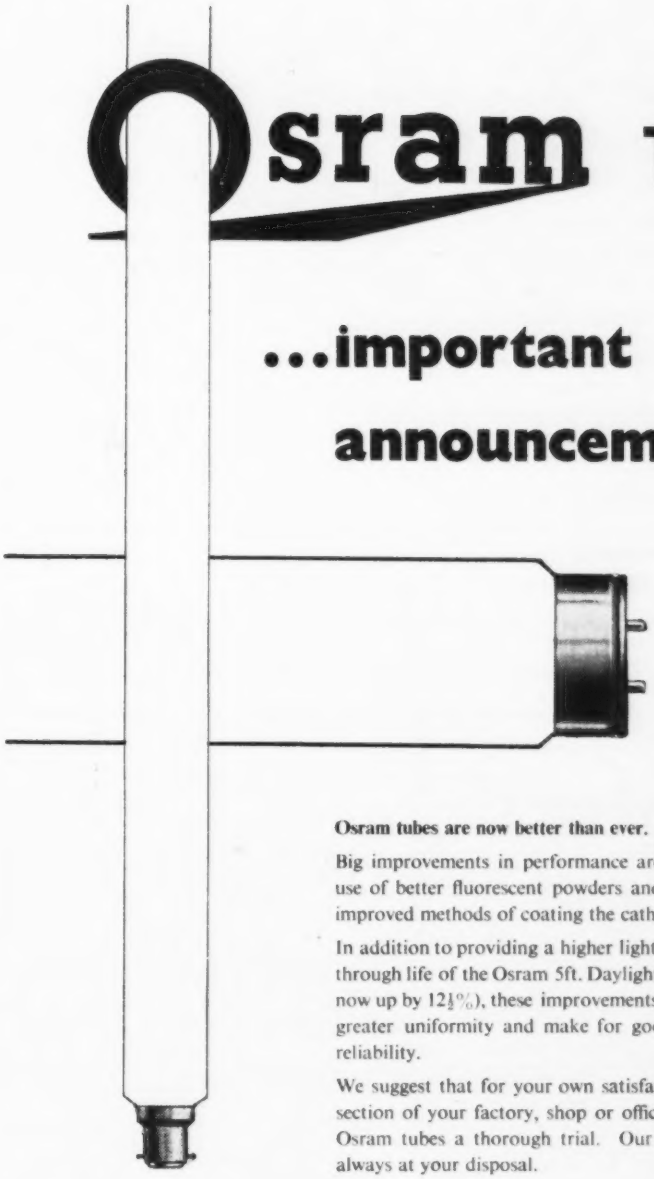

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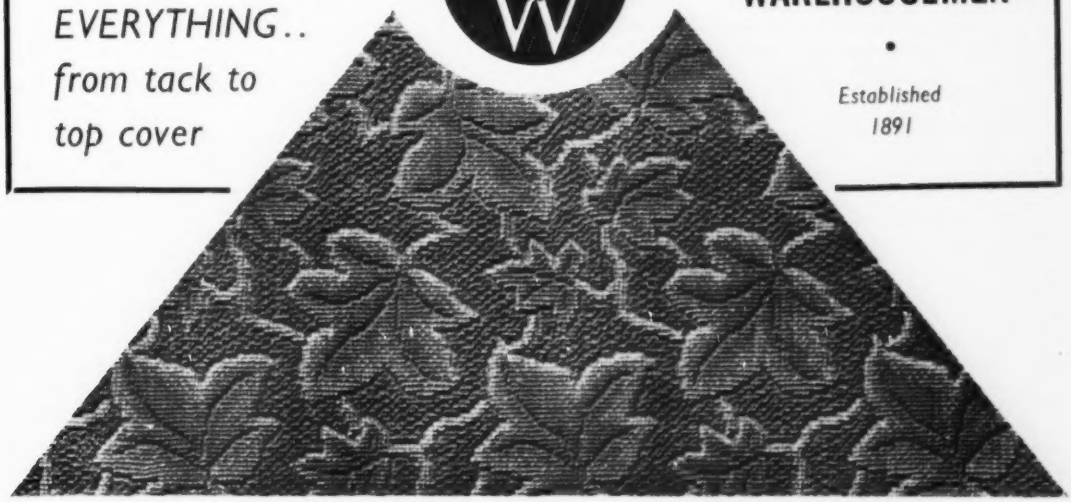

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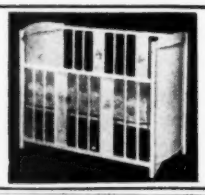

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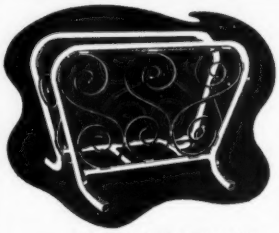

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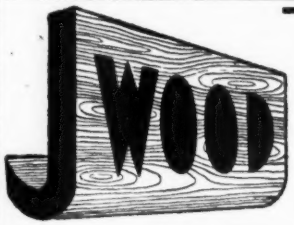

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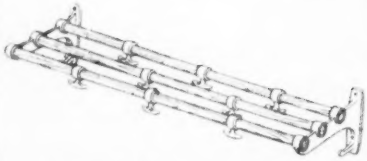

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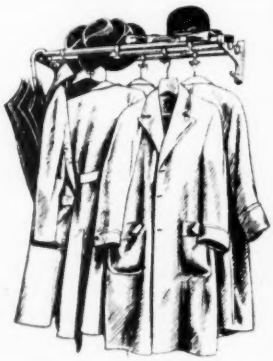

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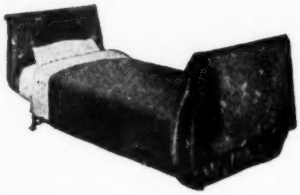

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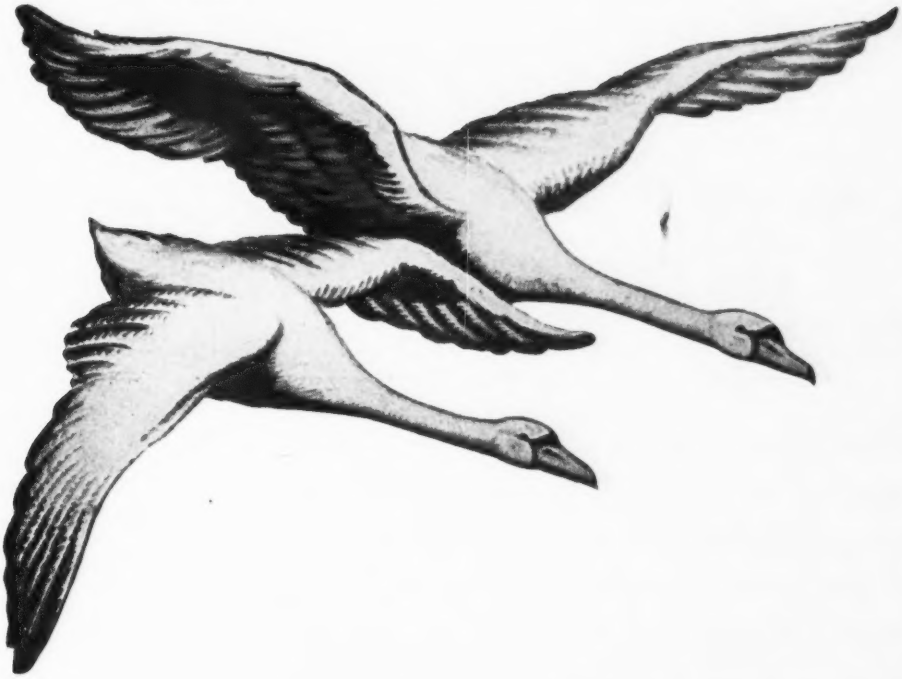

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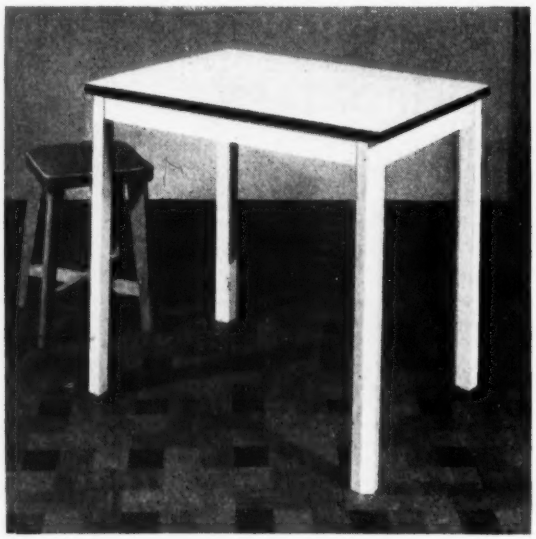

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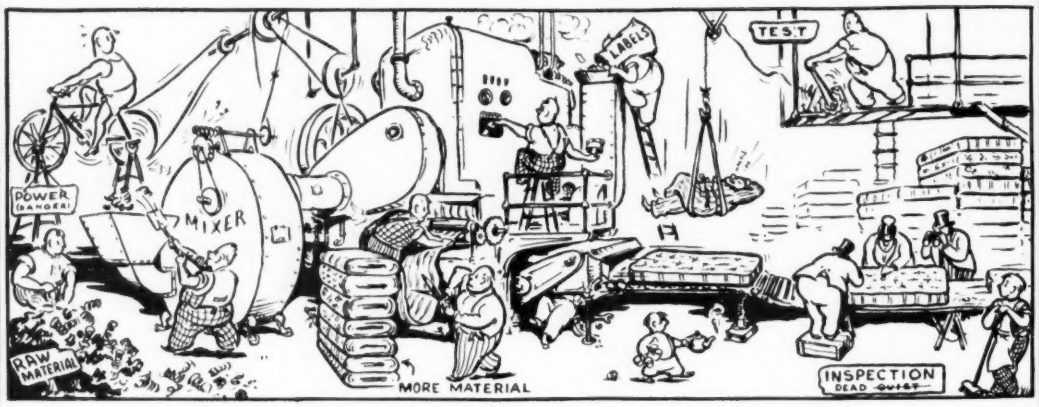

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London Firm Not To Close Branch at Exeter

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The announcement says: "In order to deny certain unfounded rumours which have come to their notice, Wolfe & Hollander, Ltd., announce that they have not the slightest intention of closing down their High Street, Exeter, premises. On the contrary, plans for extension are being considered owing to the ever-increasing volume of business.

"Rumour-mongers are warned that Wolfe & Hollander, Ltd., will have no hesitation in prosecuting any person or persons whom they have reason to believe are spreading or have spread malicious statements concerning the company."

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for a big drive to increase the sale of all dry goods, particularly furnishings, are given in full
on Page 55

John Stonard Dies Suddenly

Great Worker For F.T.B.A.

IT is with great regret that we report that Mr. John Ratcliffe Stonard, managing director of Stonards, Ltd., and vice-chairman of the F.T.B.A., died suddenly at his home on Sunday morning.

Mr. Stonard, who was in his early sixties, had been with the firm all his life, and on the death of his father, Mr. Louis Stonard, he became managing director.

His great interest was the F.T.B.A., for which he had been a life-long worker. He became president in 1936; from 1938 to 1942 he was vice-chairman and then, for the next ten years, he was chairman.

In 1952 he gave up the chairmanship on medical advice, but retained the vice-chairmanship, a position he held until his death.

Mr. Stonard saw service in the Middle East during the first World War and was a captain in the Honourable Artillery Company.

It is particularly requested that no letters or flowers should be sent, but those wishing to do so may send a donation to the F.T.B.A.

A memorial service will be held in the Chapel of the Honourable Artillery Company in a few weeks' time. The date will be announced later.

(Tribute—page 50)

QUARTER MILLION PAID FOR C. K. & J.

THE purchasers of Chamberlain, King & Jones, the Birmingham furnishers, are George Hopkinson, Ltd., a member of the Great Universal Stores Group.

News of the sale was first exclusively reported in *Furnishing World* on October 30.

No financial details have been disclosed but it is believed that the purchase price was in the region of £238,000. The authorised capital is £100,000 and the issued capital is listed as £96,331.

At the time of the offer shareholders were informed that the bid was £3 7s. 6d. for each £1 Ordinary share and £5 for each £5 Cumulative Preference share.

It was stated that it was intended to continue the employment of the existing staff on terms as favourable as those existing at present.

First Upholstery Tests Are Held in Leeds

Why Top-Grade Makers Should Use K-mark

THE first demonstration of its kind in the country, of the newly-proposed B.S.I. upholstery tests was given at the Chamber of Commerce in Leeds on Monday.

Prominent furnishing manufacturers from all parts of the West Riding saw a machine at work which was, in effect, a wooden beam slung across tubular scaffolding and capable of lowering a "pile driver" down into the seat of a chair, into its arms or into the back.

The maximum weight of the load lowered into the seat of an easy chair was 224 lb., and on to the arms, 112 lb.

A graduated rule showed the lowering of the seat when the weight was applied.

Presiding at the demonstration was Mr. Stanley Hensher, of A. & S. Hensher, Ltd. He apologised for the absence of Mr. A. Scott, president of the Northern Furniture Manufacturers' Association.

Chairs tested were an easy chair brought by Mr. Harry Davies, managing director of the Merit Chair Frame Manufacturers, Ltd., and made by them, and a fireside chair made by A. & S. Hensher, Ltd.

Mr. B. Cutbrush, assistant technical director to the British Standards Institution, said that the B.S.I. had been very pleased to accept the scheme for fixing a standard for upholstered furniture.

Furniture Survived

The furniture was put through the tests—and survived—and Mrs. F. N. Shepherd, B.S.I., in answering questions, said she thought that the Kite-mark could go just as well on high-grade furniture, provided it passed the tests, as on ordinary furniture.

She thought it inverted reasoning to say that high class quality furniture should not also add that it satisfied the minimum required.

"So long as top-grade manufacturers refuse to use the mark," she said, "it provides a get-out for low-grade manufacturers at the other end."

One questioner was assured that the tests covered the whole workmanship and not merely the springs, and Mr. Harry Davies, who asked what protection the manufacturer would have against faulty fabric coverings was assured by Mr. Cutbrush that the B.S.I. had already had discussions with fabric manufacturers, who would be in a position to meet the standards.

It was said that merchants importing fabrics from abroad would be able to meet the standards.

Mrs. Shepherd said that many factories would be able to instal the upholstery testing machine, but for manufacturers whose works were too small, it was proposed to set up ten testing centres throughout the country where makers would be able to submit the prototype of their proposed output.

New Sales Manager for Lebetkin Group

NEWLY appointed sales manager of Lebetkin Products, Ltd., and its subsidiaries, Lebetkin Bros., Ltd., Maryland Furniture, Ltd., and Nesta, Ltd., is Edward (Teddy) Jaye, who began his duties on Tuesday. Mr. Jaye recently resigned his position as sales manager of the bedroom division of D. M. Davies of Slough, Ltd., and was also a director of Woodland Furniture (London) Ltd.

Joseph Peck, Ltd., furnishers, have completed extensions to their premises at 17 Cleveland Street, Doncaster. The basement is now devoted to furniture, carpets and lino and similar goods.

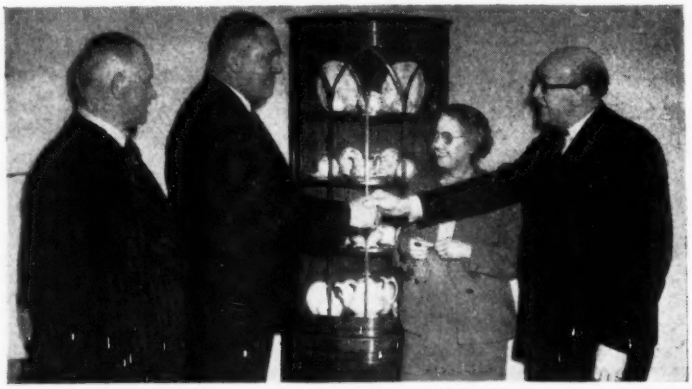
B.F.M. Honours Brooke Skilbeck

ON the morning after the Northern Association dinner, there was a very pleasant ceremony at the house of Mr. George Brooke Skilbeck in Harrogate. Mr. C. A. Lakin, chairman of the B.F.M., presented to Mr. Skilbeck on behalf of all officers and members, two very fine pieces of furniture in recognition of his many years' work for the industry.

Mr. Skilbeck retired from the secretaryship of the Northern Association a few months ago after twenty-seven years' service to the industry.

Among those who attended the ceremony was Mr. W. Mason Richardson, who was president of the (then) Yorkshire Employers' Federation when "G.B.S." was first appointed.

The pieces were a bow-front corner cupboard in bleached walnut (seen in our picture), and a carved gilt Louis XVI mirror.



Mr. G. Brooke Skilbeck, right, with Mrs. Skilbeck, shakes hands with Mr. C. A. Lakin, chairman of the B.F.M., after the presentation ceremony. On the left is Mr. W. Mason Richardson.

N.A.R.F. Acts on Trade Problems

Fabrics Firm Promises Not To Deal With Hotels

A LETTER from Horrockses Crewdson (Sales), Ltd., was read at a general meeting of members of the South-Western Area of N.A.R.F. in Exeter recently.

The letter said that in future they would not supply hotels direct but only through a retailer.

The secretary of the area was instructed to write to Horrockses Crewdson commending their attitude and hoping that many more manufacturers would follow their lead.

During the general discussion it was said that the long delays in delivery of carpets was acutely felt in the area.

A long discussion took place on the draft B.S.I. standard of upholstery, and the point was made that the period for which the manufacturer should be liable in respect of infestation by moths and other insects should be a minimum of two years.

It was felt that local representatives should be briefed more fully on the views of members about certain items which appeared on the National agenda from time to time and it was decided:—

(a) That National headquarters be asked to issue a copy of all agendas to the Area chairman.

(b) That each National representative consult with local members if he feels that there is any point on which he needs guidance where there is no meeting already arranged. It was decided that this could be done either direct or through the Area secretary.

Mr. J. S. Biddick was in the chair.

Assessors for Diploma Course

A MEETING of the board of assessors of the National Association of Retail Furnishers is to be held in London next week to deal with examination papers submitted by Furnishing Diploma students taking the Pitman's correspondence course.

The results of the exams will be published by N.A.R.F. next week.

N.A.R.F. are still interested to add to the number of assessors dealing with the Furnishing Diploma, and any retailers interested in trade education should get in touch with the Association's secretary, Mr. D. W. Edwards.

Carpets on S.O.R. Before Budget?

THE National Association of Retail Furnishers have again approached the Federation of British Carpet Manufacturers requesting that the latter asks its members to accede to retail requests for the supply of carpets on a sale-or-return basis during the pre-Budget period while the Government's future purchase tax policy is still a matter of conjecture.

This follows the action of a number of large retail stores who have approached.

Trade Sees Counsel on Marks Act

IT was resolved at the last meeting of the British Furniture Trade Confederation that consultations with Counsel should take place regarding the working of the Merchandise Marks Act by all sections of the trade.

These consultations are now proceeding, and it is hoped shortly to issue notes for the guidance of manufacturers and retailers.

Soft Furnishings Dept. For Department Store

Mr. Roy P. Dye (right), general manager, with Mr. D. Hale, buyer of carpets, soft furnishings and household linens, in the enlarged sales-floor at Buntings, Ltd. ("World" picture.)

ALTERATIONS nearing completion at Buntings, Ltd., departmental store, 21-25 London Street, Norwich, have provided a new section for down quilts and enlarged departments for carpets, furnishing fabrics, blankets and household linens.

Mr. Roy P. Dye, general manager, told a *Furnishing World* reporter that these display areas have all been increased by one-third of their former size. This has been made possible by eliminating stockrooms and putting more merchandise on show.

Manager and buyer for these enlarged departments is Mr. D. Hale.

How To Sell Furnishings—N.A.R.F.

HOUSE furnishers will be interested to read a new booklet, "Practical Selling of Home Furnishings," produced by the National Association of Retail Furnishers, and now available to members of that Association.

The sixteen-page booklet contains many useful tips for the experienced salesman as well as the novice. It is offered at 6d., with reductions for larger quantities—one dozen booklets cost only 4s. 6d.—so that many retailers will probably wish to give one to each member of their staffs.

The material forming the booklet was originally published by the National Retail Furniture Association of the U.S.A., and has been amended by N.A.R.F. to suit British conditions.

Typical Situations

Eight typical selling situations are presented in the booklet, together with the best sales methods to meet each case. These are (1) the customer with a companion; (2) the customer shopping for someone else; (3) the man customer; (4) the customer who makes price important; (5) the customer with a specific objection; (6) the customer who wants a specific item; (7) the customer who does not know what to buy; (8) the customer who returns merchandise.

Most of the advice given to the salesman is positive: *do* help the customer to visualise the merchandise in her home; *do* demonstrate it fully; *do* plant the seed of a future sale; but two important "don'ts" are emphasised. These are: "Don't quote prices until asked," and "Never belittle the inexpensive or lower-quality piece."

Apart from selling technique generally, the booklet contains a section on the salesman's vocabulary, giving advice not only on the opening remark when approaching a customer but also on the adjectives used to describe individual items of furniture or the atmosphere which they create collectively.

A. H. McIntosh Again Leads Scottish Makers

At the Scottish Furniture Manufacturers' annual general meeting were: left to right, Messrs. G. R. Cameron (G. M. Cameron, Ltd., Dundee); J. Wallace (H. & A. G. Alexander & Co., Ltd., Rutherglen); Howard Johnstone (J. Johnstone, Ltd., Lochwinnoch); Alex. Mennie, M.B.E. (Wylie & Lochhead, Ltd., Glasgow); president A. H. McIntosh, O.B.E. (A. H. McIntosh & Co., Ltd., Kirkcaldy); W. Stevenson (S.C.W.S., Beith); Neil B. Morris (H. Morris & Co., Ltd., Glasgow); W. Kyle (secretary, S.F.M.A.).

AT the annual general meeting of the Scottish Furniture Manufacturers' Association, held in Glasgow last week, Mr. A. H. McIntosh (A. H. McIntosh & Co., Ltd., Kirkcaldy) was re-elected president and Mr. Alexander Mennie (Wylie & Lochhead, Ltd., Glasgow) was re-elected vice-president.

Messrs. Neil B. Morris (H. Morris & Co., Ltd.), W. M. Johnston (John McGregor & Sons, Ltd., Hugh S. Rowan (Rowan & Boden, Ltd.), Archibald S. Thompson (A. Thomson & Sons, Ltd.) were re-elected to the executive committee and Mr. G. M. Cameron, Dundee, was appointed as a new member.

The annual report expressed the hope that furniture manufacturers would support the Scottish Industries Exhibition to be held in the Kelvin Hall, Glasgow, in September, 1954, so that Scottish furniture could be worthily represented.

The executive committee had ascertained that members had no special desire to have their products grouped together at the exhibition and had therefore taken no action in that direction.

On the subject of furniture trade classes the report said that all over Scotland the facilities for the technical training of apprentices at classes, supplementary to their practical training in factories, was adequate in furniture manufacturing centres and classes were well supported. Glasgow Education Authority had provided an excellent furniture training centre attended by many apprentices, and the Glasgow Branch of the S.F.M.A., in conjunction with the Operatives' Union (N.U.F.T.O.) provided prizes for all the classes. Last winter more than 200 apprentices had attended evening classes in the Glasgow Centre.

On the standards question, said Mr. A. H. McIntosh, it was no good saying they did not want a standard. As an industry they had said they would produce a standard.

At that moment a large section of the industry did not welcome the Kite-scheme, but few such things in British industrial life were accepted with open arms immediately.

Deaths in the Trade

Mr. F. Maze

THE death is announced of Mr. Frank Maze, who retired from the chairmanship of Robert Watson & Co., Ltd., the Belfast furnishers in 1952. He had been with the firm for 50 years.

Mr. Maze, who remained a director of Watson's after his retirement, served his apprenticeship with J. C. Mayes & Co., Belfast, and joined Robert Watson's in 1902. He became a director in 1915 and was appointed chairman in 1942.

* * *

Mr. W. R. Joseph

THE death is announced of Mr. Walter R. Joseph, at the age of 68. A very well-known and respected figure in the furniture trade, Mr. Joseph was the founder and managing director of the firm of W. R. Joseph, Ltd., upholsterers in the City of London since 1918.

* * *

Mr. O. Haines

WE regret to report the sudden death of Mr. Owen Haines, of Owen Haines & Son, the Green Street, High Wycombe, furniture manufacturers. He was 83.

Mr. Haines was in the factory on Monday when he collapsed and died. He had spent more than 60 years in the industry. He was a former Mayor of High Wycombe.

Scots Floorcovering Men at Carpet Works

MEMBERS of the Scottish branch of the Wholesale Floorcovering Distributors' Association recently visited the factory of John Lyle & Co., Ltd., the Glasgow carpet manufacturers.

After tea with the directors, Mr. J. S. Rose, chairman of the branch, thanked the directors of John Lyle.

The picture shows (in the front row, from left to right): Mr. N. Carrick Anderson, O.B.E., LL.B., secretary; Mr. Wm. L. McAslan (Alexr. McAslan & Co., Ltd.), vice-chairman; Mr. J. S. Rose (B. Rose & Co., Ltd.), chairman; Mr. Fraser D. Lyle (John Lyle & Co., Ltd.); Mr. James M. Brown (Arthur & Co., Ltd.), ex-chairman; Mr. W. M. Gray (Charles Rattray & Co., Ltd.), committee.

B.S.I. Must Advertise Kite-Mark To Public

B.F.M. Approve Standards—Not Govt. Dept.

THE "reluctant manufacturer" will soon alter his views as to the advisability of joining the Kite-mark scheme if the B.S.I. put out an intensive programme of publicity to the public itself.

This was given as his own personal point of view by Mr. C. A. Lakin, chairman of the B.F.M., in a speech at the annual dinner and ball of the Northern Furniture Manufacturers' Association at the Grand Hotel, Harrogate, last week.

"I feel it is unfair to criticise the Kite-mark scheme in its present state of development," Mr. Lakin said. "When the upholstery standard is finally approved and issued, the stage will be set for the B.S.I. to put the scheme over—not to manufacturers or retailers—but to the consumer public.

"I think that the failure or success of the scheme will rest not on any efforts on the part of either manufacturers or retailers but entirely on the efforts of the B.S.I. itself to publicise its mark for consumer goods."

Mr. Lakin said that if the B.S.I. issued an intensive programme of Kite-mark publicity to the public, then retailers would find that instead of the present position they would have customers asking for, and preferring, Kite-marked furniture.

Customers Will Ask For It

This would have an enormous and far-reaching effect, for the retailer would start insisting on buying Kite-marked goods in order to satisfy demands from his own customers.

Mr. Lakin mentioned the efforts of the industry to end the old Utility scheme and said: "In various discussions with Government departments your officers pledged the industry to institute its own voluntary standards for a minimum quality. I would emphasise to you all that your officers took this action on your own instructions through your local and national councils.

"Therefore it was decided to invite the B.S.I. to formulate and administer this scheme. One vital factor which influenced us was that the B.S.I. is not a Government body. Its constitution and methods allow the industry to control its own affairs.

"For example, no standards have been issued to the trade until they have been fully approved by the B.F.M. through its representatives on

(*continued on page* 56)

Mr. Frank Lupton presents the silver cigarette box to Mr. A. Scott in token of his work for the Northern Association.

Mr. C. A. Lakin, chairman of the B.F.M., with his wife and daughter, being received by (on left) Mr. A. Scott, president of the Northern Association, and Mrs. Scott.

Another picture at the Northern Association dinner last week shows, left to right, Mr. Arnold Moore (chairman of the Social Committee), Mr. Harold Graham (president, Merseyside F.M.A.), Mr. G. K. Latimer (president, North-West Federation) and Mr. David Davies (president, Leeds Area F.T.B.A.).

Viewpoint

FIGURES published in the current issue of the Statistical Review of Press Advertising throw considerable light on the growing competition between the furnishing trade and the makers of household equipment such as radio, TV, washing machines, refrigerators and electric cleaners.

During July, August and September of this year £265,000 was spent in national newspaper advertising by manufacturers and retailers of furniture, furnishing fabrics, mattresses, blankets and bed covers. During the same three months, £380,000 was spent by manufacturers of radio sets and domestic equipment.

The biggest competition came from radio and TV, on which £230,000—nearly as much as all categories of furnishings—was spent during the quarter.

★★ It is also significant that, whereas the furnishing publicity covered the expenditure of 193 firms, the almost equivalent sum spent on radio advertising covered only 51 manufacturers. On an average, therefore, it would appear that our chief competitors are spending between three and four times as much *per firm* as we are.

The survey also shows that this competition is increasing. Total expenditure by advertisers of household machinery and equipment rose from £2,189,000 in the first six months of 1952 to £2,600,000 in the corresponding period of this year, an increase of more than £400,000 or, to be precise, 18.77 per cent.

Of course, it was to be expected that in Coronation Year advertising of radio and TV sets should be substantially larger than last year. It reached its peak in September, the month of the Radio Show. But electric and domestic appliances are being much more heavily advertised than last year, and in this category the greatest increase is shown by washing machines.

★★ We are not suggesting that furnishing firms should immediately increase their advertising appropriations. That is a matter that must be decided according to the economics of turnover percentages. But we *are* suggesting that the advertising of furniture manufacturers and retailers must be planned even more efficiently if we are to compete successfully in this campaign for the money which the public has to spend on the equipment of its homes.

Readers' Viewpoint

Tribute to John Stonard

The Editor,
"Furnishing World."

SIR,—The tragic news of the sudden death of John Stonard came as a profound shock to everyone in the furnishing trade. In asking you to include this letter in your journal, I feel I am giving voice to the sentiments felt by all who knew him.

As a member of our great industry he was loved by all, but it will be through his work for the Furnishing Trades Benevolent Association that his name will be remembered by generations to come. Throughout his long association with it he will be remembered as a kindly and lovable gentleman, willing to give of his time and knowledge to lend a helping hand to his fellow-man in need. He had the distinction to hold office for seventeen years, during which time he accepted the high position of National President in 1936, and later the office of chairman of the Executive Committee.

The loss to the trade, and especially to the F.T.B.A., is of such magnitude that any thanks expressed for all he did is too little in comparison with the enthusiasm and energy with which he tackled the problems brought before him. It is safe to say he never spared himself in his endeavours to help others. I can only conclude by saying that his was a life well spent; a work well done.

Yours, etc.,
STANLEY W. PERRING,
National President,
Furnishing Trades
Benevolent Association.

Later Opening is VERY Necessary

The Editor,
"Furnishing World."

SIR,—Surely it should not be necessary to point out to Mr. Dickenson the function of a retail furnisher? He receives a quite substantial mark-up on the actual cost of the furniture he sells for providing service—and should be prepared to give it.

Furnishing a home is not like buying groceries; it is (or should be) a lengthy job requiring much thought and deliberation. There is usually a couple concerned, either married or about to be, and normal shopping hours very often coincide with normal working hours for one or both. One half-day per week is little enough with a home to furnish and a romance to foster!

The late shopper "who rushes in five minutes before closing and stays three-quarters of an hour" may be a pest to "quick-serve" trades but should surely be welcomed by us—after all, they are not "shoppers" in the usual sense of the term and are likely to spend not pence but many pounds.

Heaven forbid that we should go back to pre-war hours but one late night a week (really late) can be a blessing to both customer and furnisher, and even in the smallest shop there must be some slack periods when time-off can be taken to compensate.

I cannot agree either that the first house to inaugurate the late night gains an advantage. The real advantage will only come when it becomes generally known that all furnishers in one locality keep open late on the same night.

I wonder if your correspondent considers his attitude to be one of the general deteriorations in standards and ethics to which he refers.

Yours, etc.,
P. G. BURKE,
Director,
Williams' Furniture Galleries,
London, N.W.6.

personally speaking...

NEWS OF PEOPLE YOU KNOW

MY picture shows **E. W. Strange** (left), managing director of V. H. Bennett, Ltd., furnishings and fabrics, Weymouth, handing **R. G. Norris** (right) the firm's furnishing and cabinet buyer, a cheque in recognition of 25 years' service. Also in the picture are **R. G. Harap,** cabinet salesman, and **H. C. Wright,** general manager.

☆ ☆

I HEAR that **W. J. Hunter,** who was connected with the old-established Sheffield store of T. B. & W. Cockayne, Ltd., for more than 58 years, for several years as joint managing director, has retired from the board of directors. Now 84 years of age, he is still extremely active, and will be available in a consultative capacity. He is the only surviving son of Mr. Thomas Hunter, who 77 years ago founded the firm of Hunter & Smallpage, the York furnishers.

☆ ☆

I LEARN from **G. T. Mayhew,** who recently severed his long connection with Chamberlain, King & Jones, Ltd., Birmingham, that he is enjoying a short rest before taking up any other duties. This rest period will give him time fully to consider any proposals in which his experience may be of value.

☆ ☆

LAST week I reported that following the closing of R. King & Sons, Ltd., Bath, the furniture buyer, **R. F. Searle,** took up new duties with Tapper & Son, Ltd., Newton Abbot. I am now informed by **L. C. Tapper** that Mr. Searle did not take up his appointment and the firm have decided to appoint **D. A. Carter** to the position of manager. Mr. Carter was originally with Voisin's of King Street, Jersey and has been a salesman with Tapper's for the last three years.

☆ ☆

PREVIOUSLY general manager of Tyrrell & Green, Ltd., Southampton, **R. C. Hurst** has taken over a similar position with Clark & Lonnen, Ltd., Salisbury, who belong to the Hide Group.

☆ ☆

I RECENTLY described **James Faithfull, Ltd.,** of Halstead, Essex, as retail furnishers. This is incorrect as the firm are wholesalers of floorcoverings to the trade only.

☆ ☆

FROM Ward's of Cheltenham comes news that **R. E. Bastin** has been appointed general manager. He was formerly with Barlow, Taylor & Co., Ltd., of Derby

☆ ☆

SOLE representative of D. M. Davies of Slough in the West Country area is **E. W. Edmonds** of Station House, Lynton, Devon. Telephone Lynton 2181.

☆ ☆

A DINNER and dance for members of the staff, past and present, and their friends, was held last week by Criddle & Smith, Ltd., the Truro furnishers. **C. I. Roberts, J.P.,** proposing the toast of the firm, stressed the importance of tradition, and gave instances of the firm's service to Royalty during the three generations of the Smith family. In reply, **Kingsley Smith,** director, said that recent improvements in the showrooms, and the erection of a furnished house had increased business **H. H. Bradbury,** the oldest member of the staff present, proposed the toast of the staff, to which **G. R. Rodda,** manager of the County Stores, replied.

Joins "Furpro" Sales

K. Aspey has joined the sales staff of Furniture Productions (Bradford) Ltd., the makers of "Furpro" chairs and settees.

"New Elizabethan furniture, sir?"

☆ ☆

DESIGNER **Dorothea Charol,** whose work on textiles was well known before the war, has just returned to this sphere after an interval of several years during which she has been concentrating on her work as a sculptor. In her Bayswater studio last week Mrs. Charol showed me a number of textile designs, chiefly in New Elizabethan style, which she has just completed. She intends to operate entirely as a free-lance—joining the very small band of lone-wolf textile designers in this country—and is already working on this basis with Liberty's and with Turnbull & Stockdale.

☆ ☆

I AM sorry to report that **S. Sharpe** of Gatley, Shrager Bros., Ltd.,'s representative in the Manchester and Leeds area, has been ordered a complete rest by his doctor. For the next few weeks he will be at Ruthin Castle, North Wales.

Nomad

SOFT FURNISHING SIDE

Introducing

New Designs With The Challenge of The Future

NEW Elizabethan fabrics have come to be associated with bold, challenging colours and arresting designs. Some of the themes chosen could only have originated in the present century, inspired by recent scientific developments in many fields, or designed to suit the man-made fibres which are appearing in increasing numbers to-day. Others, however, have their roots in the past, in the traditions of craftsmen in this and other countries, and it is in the fresh treatment of these ideas that the New Elizabethan shows how timeless is good, basic design.

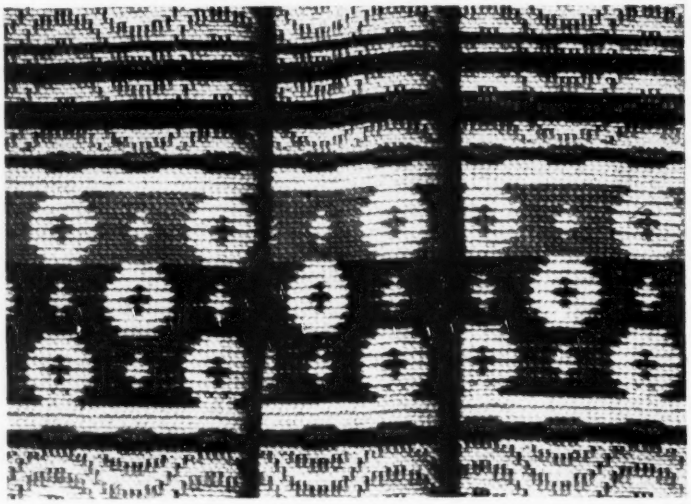
The three fabrics illustrated here are all completely modern in style, yet only one has its beginnings in the present decade. This is a striking print, specially designed for contract work, from Gayonnes, Ltd. The fifty-inch fabric has a 27-inch repeating pattern in red or blue on a light ground. The design of buildings and gardens is treated with sophisticated humour, with an over-size robin perched on the branch of a miniature tree, beneath which paces a malevolent cat.

Another, chosen from a new range of popular-priced modern prints from Morton Sundour, is inspired by the decoration of Easter Eggs by Yugoslav peasants. These decorations are much the same to-day as in the past, the variety existing in different treatment of the basic designs by the different provinces. This copper roller print is reversible, available on ribbed cotton in three colourings on a beige ground.

W. Foxton, Ltd., proudly claim that they were the pioneers of New Elizabethan fabric designs in this country, and because of their advanced styling many of their current numbers are still as popular as before the war. Among recent designs brought out during their present jubilee year is the bold cross-stripe illustrated, which relies for its effect on its strong colouring and interesting weave.

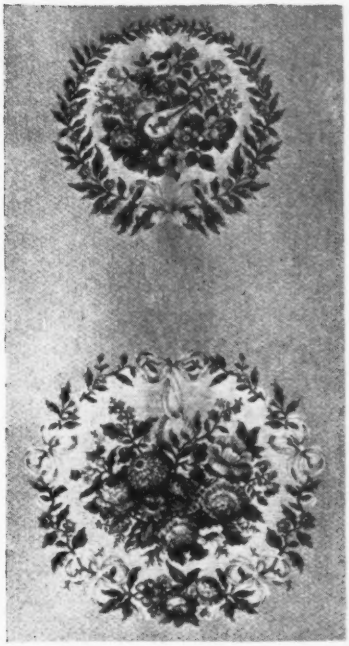
Top: 27-inch repeating pattern in blue or red makes this new print from Gayonnes, Ltd. an interesting line for contract work. The fabric, titled "On the Tiles," is 50 in. wide.

Centre: "Della," design inspired by the decoration of Easter eggs by Yugoslav peasants. A reversible 50-inch ribbed cotton, copper-roller print, from Morton Sundour Fabrics, Ltd.



Right: 48-inch cross-stripe in strong colours from W. Foxton, Ltd. Design No. 6881/51.

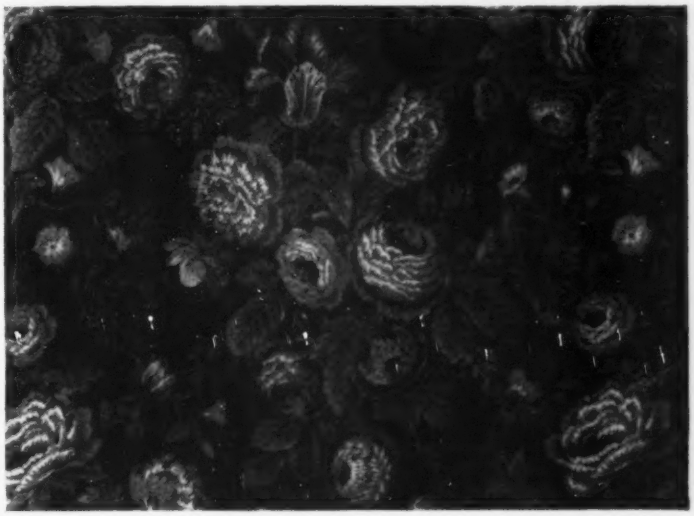
. . . and the Tranquillity of the Past



LIGHT and dark backgrounds play an equal part in the more formal floral designs for furnishing fabrics which continue to be as popular as ever. Naturalist and stylised treatment of the flowers and foliage depicted give variety of choice, and both styles retain the grace and elegance of the eras from which their inspiration comes.

The panel-set from Veronique (Furnishing) Fabrics, Ltd., shown on this page is one of the firm's series of eighteenth century themes, and is carried out in rich colours on a neutral background. From the same company comes the tasteful damask shown above, with its design of bouquets linked together with trails and loops of flowers against a Regency-striped background.

A dark ground has been chosen for the Hill Brown floral fabric illustrated, which contrasts the heavy heads of full-blown peonies with the delicate trails of Morning Glory.



Top: Striped damask "Loire," from Veronique (Furnishing) Fabrics, Ltd., in red, green, gold and blue.

Above: panel set from Veronique (Furnishing) Fabrics, Ltd., in rich colours on a biege ground. A mandolin and a basket of flowers form centrepieces to ribbon-tied floral wreaths.

Right: Floral design 1146 "Victoria" from Hill Brown, Ltd. Quality 2589/Bark, in 48 in. width.

Proportion and Perspective Are "Musts" in Good Display

By Anthony Stevens

IN my introduction last week I dealt with the objects of display. Now we turn to the principles which we must consider in our approach to this subject. The principles governing display are the same as those which apply to all works of art and material structures. They form the framework of construction within and around which the display is built to create a finished effect which is both functionally and æsthetically acceptable.

Christmas display unit for gift lines. This is simple to make and can be used in shop window or interior.

Proportion

The first of these principles (which must not be considered as being itemised in order of importance) is PROPORTION. How often do we hear the expression "We must keep a sense of proportion," proof that we cannot go ahead and practice display work unless we have paid serious regard to the natural laws of this principle.

Successful proportion in a composition is created by the bringing together of a multiplicity of objects in such a manner that the ratio of size and colour of each object is in direct relationship to the sizes and colour values of the other objects, so that the complete ensemble gives an impression of unity and well-being.

Failure to apply this principle is found most frequently in the case of the over-sized, over-powerful setting which dominates the goods to the degree that the window-gazer carries away little or no memory of them. Thus from principle number one we learn to check the sizes and colour values of each article to ensure that in relation to the composition as a whole they are correct.

Perspective

Principle No. 2 is PERSPECTIVE. When we see a tall building with many floors, or a long road lined with many trees, we notice that the top windows in the first case and the furthest trees in the second one are very small, yet we know that in actual fact all the windows on all the floors are the same size and that the height of the row of trees hardly varies throughout its length. We learned this law at school—that things furthest away appear smaller than objects close to—and we must never forget it because, whilst the depth of a shop window is not the same as the length of a street or the height of a tall building, to a degree the law is operative. This word "degree" is important because it appears time and again when display is under consideration, mostly because displays are so often a scaled-down representation of a real and larger thing.

A shop window has depth and the correct placing and sizing of objects must be carefully considered when the design is being thought out so that optically the physical limitations of the window are considerably overcome.

In display we can apply many of the tricks used on the stage to create an illusion of unlimited depth: false wings can be built, ceilings sloped and lighting graduated. Highly coloured objects are placed to the fore, soft pastel coloured objects are placed to the back.

In my next article we will consider composition and colour.

RETAIL SELLING PLANS

Gifts Display Unit

As it is getting close to Christmas many of you will be doing that little extra in the way of dressing out odd corners—putting over the gift suggestion wherever you can. My sketch shows a display unit which can easily be made for very little money. Its great virtue lies in the fact that it is double sided. This, plus being highly mobile, makes it an excellent showroom unit. The "tree" half of the unit is made of ply which is fixed to a centre upright as are the shelves on the opposite side. An odd piece of stout planking makes the base, and then all that remains to be done is to finish it with a high-gloss paint. I suggest red shelves, green tree and a white base: witch balls hanging from the branches in red would balance the colour value of the shelves. To complete the unit place a silver star at the top and a story-card on the base.

Sex Appeal Knows No Frontiers . . .

(a) The English Version

HUNDREDS of interested spectators gathered outside the windows of Case & Sons, furnishers, 71-73 Fisherton Street, Salisbury, during the town's recent Shopping Week, to watch a special display each evening between 8.30 and 9.30 p.m.

One window was furnished as a Victorian bedroom, and a live model wearing a nightdress of that period entered the window each evening and sat down in front of an old-fashioned dressing table to comb her long hair before "turning in" in the four-poster bed displayed.

As a contrast, the adjoining window was finished in the very latest style showing New Elizabethan bedroom furniture—but no model!

(b) The American Story

TO draw attention to its recently acquired line of bedroom suites, a Philadelphia store had an attractive girl model, wearing a black nylon nightgown, "sleeping" in a modern-styled bed in the window. The live model appeared in the window at peak shopping hours. The promotion aroused so much interest that no one could enter the store while it was on, as the entrance was jammed with viewers. The following week, however, the effect of the display was shown in sharply increased sales figures.

Merchandising and Marketing

Co-ops Detail Plans to Sell More Furnishings

A SPECIAL report on "Ways and Means of Expanding Dry Goods through Existing Outlets," has been drawn up by the Advisory Technical Panel of the Co-operative Dry Goods Trade Association.

Private and multiple furnishers may eventually feel the repercussions of the report if, as is expected, retail co-operative societies introduce "more and better selling points."

The panel of co-operative trade experts appointed to examine the whole problem of dry goods sales included Mr. G. H. Quincey, furnishing and hardware manager to the Scunthorpe Co-op., and they consulted representatives of the movement's Furniture Managers' Association.

Careful examination of numerous suggestions and comments received by the panel "failed to educe any method of general application which would bring about a really substantial improvement in trade," and retail societies have been warned: "The Dry Goods Trade Association is therefore anxious to avoid giving the impression that their recommendations constitute a comprehensive plan for the development of dry goods trade.

Using Present Outlets

"They are concerned only with making the best use of the existing facilities of retail societies, and with any improvement of those facilities which may be possible within the available resources of societies."

It is emphasised that the Co-operative movement is under-supplied with shops for dry goods trade in comparison with its chief competitors—the multiple stores, and the report observes:

"Many societies have insufficient suitable dry goods selling points to cater adequately for the existing membership. Whilst improved selling methods, better merchandising and modernised premises and fittings may enable such societies to improve their trade to a moderate extent, it is unlikely that outstanding progress can be made without more and better selling points.

"Quite apart from the number of selling points for dry goods, the situation of such selling points is of considerable importance. Co-operative shops are frequently remote from central shopping areas.

"The panel has received evidence of impressive increases in trade which have been secured by societies in moving selling points into the main shopping street of their respective areas."

Drawing attention to the advantages to be gained from the redeployment of existing selling points, especially where societies find it impossible to obtain new dry goods shops in favourable trading positions, the report recommends that societies should conduct a survey of their existing premises with a view to utilising them to the best advantage, whether for foodstuffs or dry goods.

Move to Main Streets

"It is considered to be of greater importance to have dry goods shops rather than foodstuffs shops in main thoroughfares, and it might be highly advantageous to dry goods trade without any marked deterioration in foodstuffs trade if an exchange were effected where the circumstances are favourable."

Federal action—it is suggested—may be the best method of developing the dry goods trade in certain conditions, but it is not regarded as the general solution to the problem. More use should be made of the national membership scheme where a large society is able to meet the requirements of the members of small neighbouring societies.

Pointing out that the dry goods trade of many societies is not sufficiently specialised for maximum efficiency, the report adds:

"Specialisation of function under separate managers makes it possible for greater attention to be given to stocks and sales, to buying, to presentation of merchandise, and to the training of sales staff.

"The greater discrimination of the public, and particularly of the younger element, leads them to patronise the specialist shop, or the specialist department of the large store."

Floorcoverings and prams are given as examples of merchandise suitable for specialisation, and it is recommended that societies which handle many different types of dry goods in a single shop or department should attempt to specialise to a greater extent with both merchandise and management.

"In view of the great disparity of forms of organisation in the co-operative movement and the disparity in the size of societies, it would be unwise to be dogmatic on the type of specialisation which should be adopted by societies.

"Some attention has been given to the relative merits of department stores and small specialist shops, and although the potentialities of the latter form of organisation are impressive, the department store still appears to be the more suitable form of organisation for the majority of societies, especially in centres of dense population.

Specialist Systems

"The small specialist shop has its place, however, and indeed the two forms of organisation are not necessarily antipathetic, since specialist shops may be operated in conjunction with an emporium without adversely affecting the trade of the latter.

"It should not be thought that specialist shop development is suitable only for large societies since there is evidence that societies with as few as 4,000 members can show substantial increases in trade by adopting this policy.

"Since co-operative societies attempt to be universal providers there may be pressure from members to expand the range of merchandise offered by specialist shops until they become general rather than specialist. Such pressure will have to be resisted if a specialist shop is to retain its character and its particular advantages."

Every society should adopt a system of stock control suitable for its own particular needs.

Revealing that requests have been received for a yard-stick on stock-turn, the panel—in present trading conditions — recommend a minimum rate of stock-turn per annum for furniture of five times. This rate is calculated on annual retail sales and stocks to end at balance sheet values.

"Many societies undoubtedly lose trade by allowing their stocks to run down before stocktaking at a time when dry goods departments should be holding maximum stocks for seasonal sales," says the report.

"The January sales of co-operative societies are often held when those of their competitors have finished. It appears that considerations of accountancy often determine the policy on this matter and it is recommended in

(*continued over page*)

Co-ops' New Marketing Plans for Furnishings

(*from previous page*)

the interests of greater trade that managers should be consulted about the date of stocktaking.

"Attention is drawn to the advantages to be derived from an annual stocktaking in dry goods departments preferably at the end of January. The folly of reducing stocks in dry goods departments at or near peak trading periods is emphasised."

Describing display as "the invitation card to business and therefore the first step to success," the report comments: "Some of the larger societies are now adopting open window displays for furniture and allied merchandise which enable the public to see right into the department concerned, and this practice is recommended to those societies which can avail themselves of it."

Another suggestion is that where societies have little or no window space for the display of dry goods, windows belonging to other departments should occasionally be used for the purpose.

"The provision of hire purchase, credit sale, and club trading facilities are conducive to increased dry goods trade, and it is recommended that societies which have not so far provided such facilities should take steps to remedy the omission in order to capture trade which is being lost to their competitors.

"Varying practices are adopted in relation to deposits, interest charges, and repayment periods. It would be an advantage to societies for the purpose of national advertising of furniture and allied goods if uniform terms and conditions were adopted.

"It is recommended that an interest charge of 10 per cent on the balance outstanding, and a repayment period of two years should be adopted for those goods which are not subject to statutory controls.

"Some societies conduct their hire purchase and credit sale business through the general office or through a special department set up for the purpose. Attention is drawn to the advantages to be gained by societies in requiring members to pay their instalments in the actual department concerned, rather than in a relatively remote office.

"In this way merchandise is seen frequently by the customer and additional trade may be secured, especially when payments upon a particular transaction are completed."

Although dry goods managers do not show a great deal of enthusiasm for travelling shops, societies operating in rural areas are recommended to consider travelling shops as a means of providing a service to members who are remote from established dry goods premises.

Consideration has been given to the fact that in many societies the dry goods departments provide a large proportion of the disposable surplus, and the report adds:

"It has been suggested that greater trade could be secured by paying a higher dividend upon dry goods commensurate with the surplus earned by the departments concerned. There is a certain attraction about the idea, but the Dry Goods Trade Association appreciates the inherent difficulties of such a policy, which is not supported by the Central Executive of the Co-operative Union in its dividend policy statement."

It is urged that a policy of maximum recommended prices should be supported by all sections of the movement concerned with dry goods.

The problems of co-operative production and the co-ordination of retail demand are of the utmost importance and are continuing to receive attention.

Finally, the report confesses that "there can be no easy solution to the problems facing dry goods departments. If the growing intensity of competition is to be met and overcome, a vigorous and sustained effort is required from every organisation—productive, wholesale, and distributive—and every individual."

"Sanctions Necessary for Non-Use of Kite-Mark"

But B.F.M. Could Not Apply Them

(*from page* 49)

the appropriate committees of the B.S.I."

Mr. Lakin said that it was therefore somewhat absurd for manufacturers to talk of being forced to accept the B.S.I. Kite-mark scheme and to regard it as some form of Government direction.

Members would all agree that in order to run any standards scheme, some form of sanctions for non-compliance was necessary—a task quite unworkable for the B.F.M. itself.

"If you don't like the scheme, you have no compulsion to join it," Mr. Lakin went on. "Let us be realistic and say quite openly that recently there have been voices raised suggesting that the Kite-mark scheme is already a flop.

"The response made under the various standards already introduced have not been exactly overwhelming, and even in the cases of firms which have joined the scheme, doubts have been expressed in some quarters whether all their production has been Kite-marked.

"While we know of one notable exception, I am told by many firms that they have not had a single enquiry from a retailer whether their goods are Kite-marked or not, let alone any retailer insisting on buying Kite-marked goods.

"As the B.S.I. has so far taken little action to publicise Kite-marked furniture, this may be quite understandable.

"Until the scheme is completed for furniture by the issue of standards of upholstery, it would be inappropriate for the B.S.I. to attempt large-scale information to the furniture-buying public."

After saying that there would be no Kite-mark upholstery on show at the Furniture Trades Exhibition in February—owing to the failure to get a draft standard approved by the trade—Mr. Lakin said that as an industry they were bound to keep faith with the pledges given by their officers to the Government.

Mr. Lakin's speech was the only business referred to during the evening. In the chair was Mr. A. Scott, president of the N.F.M.A.

He knew that many members criticised the B.S.I. standards as too low but he knew that from Mr. Lakin they could always expect a sensible point of view.

One of the most pleasant events of the evening was the presentation to Mr. Scott of a silver cigarette case on behalf of the Council of the N.F.M.A. It was presented by Mr. Frank Lupton, of James Lupton & Sons, Ltd., Leeds, past-president of the old Northern Furniture Trades Federation.

Mr. Lupton said: "If there were a B.S.I. standard for chairmen, there would be a kite stamped on Mr. Scott's back. Mr. Scott has passed the endurance test and has been chairman of the N.F.M.A. longer than any other chairman. To-day we stand firmer on our feet than ever before, and a great deal of the credit for that is due to Mr. Scott."

Leeds Sleep Shop Has Private Room for Testing Mattresses

DIRECTORS and representatives of well-known bedding firms and furnishing companies were present at the opening of the new headquarters of Walden's (Sleep Shops), Ltd., at 87 Albion Street, Leeds, last week.

A feature of this central branch is a completely furnished bedroom where a customer may enter, close the door, switch on a green light which indicates that the room is engaged, and then lie down in bed and test the mattress.

If the mattress is not suitable he may lift up a bedside telephone and report his displeasure to the management who thereupon take in an alternative mattress.

This central branch of Walden's is the only shop in Leeds exclusively devoted to beds, bedding and bedroom furniture. Mr. D. Gorwits, managing director, told a *Furnishing World* reporter: "Our aim is to lift the whole level of the bedding trade in Leeds. We aim to educate the public in bedding standards."

All bedding and mattresses are Kite-marked. The new display includes New Elizabethan divans and wardrobes.

Manager of the new shop is Mr. Steve Aiken, and supervisor of the Walden's group of shops is Mr. Donald Cooke, formerly manager of the Bradford branch.

New showrooms for furniture, bedding and upholstery, have been opened at 363 Fulham Road, Chelsea, S.W.3, by L. & G. Tanous, furnishers and upholsterers, 262 Fulham Road, South Kensington, S.W.10

At the opening of Walden's new store are, left to right, Mr. M. Walden, director Mr. D. Gorwits, managing director; Mr. D. Cooke, shop's supervisor, and Mr. S. Aiken, manager of the new store.

"Register Your Choice" Show at Luton

A "REGISTER Your Choice" exhibition began this week at Blundell Bros. (Luton), Ltd.

The exhibition, which was arranged in conjunction with the Design and Industrial Association, is similar to that recently staged at Charing Cross station.

It consists of two rooms—one furnished with established good-selling lines, and the other furnishing with New Elizabethan pieces.

There are no descriptive captions and no propaganda, just the simple statement: "Same Rooms, Same Cost, Different Schemes, Please Vote."

The choice of furnishings and the design of the two schemes have been made by Mrs. Phoebe De Syllas working with the staff of Blundell Bros. Great care has been taken to avoid an exaggerated picture of either style of furnishing, and the D.I.A. has welcomed, in the case of both rooms, the advice of N.A.R.F. The rooms are strictly comparable on cost, size, purpose and quantity of furniture and accessories.

The voting slips will be analysed after the exhibition closes on Saturday, December 12.

To Be Sunderland's Biggest Furniture Store?

THE North-East furnishers, J. & R. Grantham, who recently carried out an extensive reconstruction of their Blandford Street, Sunderland, store, have now taken over adjoining premises.

Both the exterior and interior of the building will be extensively altered and, when completed, Granthams will have one of the largest floor spaces devoted entirely to furniture in Sunderland.

Bevan's Reopen Branch in Rotherham

LAST week, Miss Pat Kirkwood, the stage and screen star, reopened the 18 High Street, Rotherham, branch of Bevan & Co., Ltd., the furnishers.

One window of the re-opened store is devoted to New Elizabethan furniture, the other to traditional styles, and, in all, there are 24 departments.

Two directors of Bevan's were present at the opening—Mr. J. Moss and Mr. H. T. Stoddard, and from Birmingham came the commercial manager, Mr. T. Gambles.

Manager of the shop is Mr. R. L. Cooper.

With Miss Pat Kirkwood at the reopening of Bevan's Rotherham branch were, left to right, Mr. R. L. Cooper, manager; Mr. H. T. Stoddard, director; Mr. J. Moss, director; and Mr. T. Gambles, commercial manager.

Huddersfield F.T.B.A.'s First Meeting

AT the inaugural meeting of the Huddersfield branch of the F.T.B.A. last week, Commander G. K. Horsey, the assistant national secretary, spoke to an audience of more than 70 principals and high executives of the furnishing trade.

He said that in the furniture-making trade alone there were more than 120,000 people employed and it was desirable that they should hear of the new 2d. per week scheme.

The association had in their care more than 200 cases at the present time, about half being TB patients.

The following officers were elected to office for one year: area president, Mr. C. C. Barnes; chairman, Mr. A. R. McNab; treasurer, Mr. J. C. Brown; secretary, Mr. Colin Barnes. Committee: Messrs. Firth, Midgley, Drake, Heath, Vickerman, Wimpenny, Garside, Haley, Oliver, Graham, Inman, Terry.

160 at Preston Dinner

THE annual dinner and dance of the Preston, Blackburn and District Area of the F.T.B.A. was held at the Hotel Majestic, St. Annes-on-Sea.

The 160 guests were welcomed by the area president, Mr. C. Pierce, and, in reply, Lt.-Commander G. K. Horsey, R.N. (retired), referred to the 2d. a week scheme of which he is the organiser.

The toast of the F.T.B.A. was proposed by Mr. F. Leighton, treasurer, and responded to by Mr. H. B. Crole-Rees.

Stockroom Date

ALDRICH BROTHERS, LTD. December 7 and 8, at Bell Hotel, **NORWICH.**

Thomas Hall & Co., Ltd., furnishers, have reopened at 41 South Road, Waterloo, near Liverpool.

New President for Yorks Floorcovering Men

THE fifth annual general meeting of the Yorkshire Floorcovering Trades Association was held at the Great Northern Hotel, Leeds, and Mr. Thomas E. Field, of Edwin Field & Sons, Ltd., of Skelmanthorpe, was succeeded as president by Mr. H. J. H. Gillam.

Mr. Gillam, who is a director of Homfray & Co., of Sowerby Bridge, has been interested in the association from its inception.

The following members were elected to the executive committee: Chairman: Mr. R. T. P. Peacock; secretary: Mr. J. D. Lambert; treasurer: Mr. R. Butler; Messrs. A. Butterworth, H. Barraclough, J. W. Dickinson, F. Linley, J. D. Lowry, D. B. Mitchell, R. Tiplady, H. M. Vickerman.

New Warehouse For Leeds

A THREE-STOREY building to give extra warehousing space has been taken in Little Neville Street, Leeds, by Simpson Solk & Son, Ltd., the furniture wholesalers and importers.

The new premises are only a few minutes away from the firms registered offices and showrooms at 4, 5 and 6 Mill Hill, Leeds, 1, to which all communications should be addressed.

Simpson Solk & Son state that they are in no way connected with any firm of a similar name.

New Swansea Store

THE new department store of Darals Fabrics, Ltd., in the Kingsway, Swansea, is to be opened to-morrow (Friday) by the Mayor.

The whole of the first floor of the store will be devoted to furniture, carpets, rugs and lino.

The firm has branches at Bristol and Llanelly and its head office is at 89 Brynymor Road, Swansea.

CITY NEWS • CITY

INCREASES OF CAPITAL

Watkins & Stafford, Ltd., complete house furnishers, etc., Long Causeway, Peterborough.—Increased by £5,000, in £1 Ordinary shares, beyond the registered capital of £5,000.

Melcrafts, Ltd., furniture manufacturers, etc., 285 Putney Bridge Road, S.W.15.—Increased by £2,000, in £1 Ordinary shares, beyond the registered capital of £1,000.

J. Manashe & Co., Ltd., furniture dealers, etc., 4 Academy Buildings, Fanshaw Street, N.1.—Increased by £1,600, in £1 Ordinary shares, beyond the registered capital of £400.

Bury Felt Manufacturing Co., Ltd., Hudcar Mills, Bury.—Increased by £100,000, in 500,000 "A" Ordinary shares of 4s. each, beyond the registered capital of £200,000.

Simmon's Furniture Store, Ltd., 45/51 Clayton Street, Newcastle-on-Tyne.—Increased by £20,000, in £1 Ordinary shares, beyond the registered capital of £30,000.

John Hawkins & Co. (Furniture), Ltd., furniture manufacturers, etc., Grafton Street, High Wycombe, Bucks.—Increased by £1,000, in £1 Ordinary shares, beyond the registered capital of £1,000.

Jayeness Furniture, Ltd., 39a Woodgrange Road, E.7.—Increased by £900, in £1 Ordinary shares, beyond the registered capital of £100.

Change of Name

Lustreloy, Ltd.—Furniture manufacturers, etc., 31a Copenhagen Road, Gillingham, Kent.—Name changed to Smith's Stores (Lustreloy), Ltd., on November 18, 1953.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Jackson, William Lawrence, 3 Bushey Lane, Sutton, cabinetmaker. £18 8s. October 17.

Ryall, L. A. (male), 25 Valley Road, Letchworth, furniture dealer. £103 10s. October 24.

The Nova Bedding Co. (a firm), 272 Uxbridge Road, London, W.12. £45 5s. 3d. July 23.

Harbrook Furniture, Ltd., registered office, Harbrook House, 93/97 Maple Road, London, S.E.20. £62 18s. October 3.

Butler, John, 33a Gourley Place, Seven Sisters Road, Tottenham, cabinetmaker, and **Scrimshaw,** Frederick Joseph, 37 Clissold Road, Stoke Newington, cabinetmaker. £17 19s. 9d. October 28.

Drury, J. T. (male) and **Pavier,** R. (male), (trading as **Don Valley Upholstery**), 37 Herbert Road, York Road, Doncaster. £16 16s. 6d. October 28.

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POULTON & NICHOLSON LTD.

UPHOLSTERERS' WAREHOUSEMEN AND CARPET FACTORS

98, CURTAIN ROAD, LONDON, E.C.2

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Trading Results

New Day Trading Profit

FURTHER figures for **New Day Furnishing Stores** show group trading profit, etc. to June 30, as £927,668 (£906,394). Dividend remains at 75 per cent. Group current assets are £3,826,164 (£3,868,584); group current liabilities are £1,406,902 (£1,370,557).

H. Herrman Recovery

NET profit of **H. Herrman** (furniture makers) to June 30, after adding tax recoverable £352, is £1,755 (loss for the previous 18 months was £48,617). Fees to architects take £1,200; debit balance forward is £53,553 (£54,108). Company is stated to be increasing merchanting of timber, veneers, etc., with satisfactory results.

Big Lintafelt Turn-over

NET profit of **Lintafelt** (upholstery fillings, etc.), to June 30, is £3,779 (net loss £58,221). Credit tax recoverable and provision no longer required £8,212 (£32,593), and other provisions no longer required £2,922 (£5,668) leaving credit balance £14,913 (£19,960). Forward £15,026. There is no Ordinary dividend.

Good Easterns' Result

PRELIMINARY figures for **Easterns** (furnishers and drapers) to August 31, show an increase in combined revenue from £36,422 to £163,875. (The 1951-52 figure included £16,621 released from hire purchase suspense account.) Profits before tax were £91,846 against a loss of £32,104 for the previous year. The firm announces that dividends are resumed on the £207,400 Ordinary capital with a 20 per cent recommendation for the year.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Universal Flush Woodwork Co. (a firm), 13-14 Salmen Street, Bow, London, E.3, frame makers to the upholstery trade. Receiving Order November 19.

W. Harris (male), 20 Falkner Street, Gloucester, upholsterer. Receiving Order November 18.

THE COMPANIES ACTS

Notice of Intended Dividend

Jon Beauforte (London) Ltd., 5 Unity Street, Bristol, 1, makers of veneer panels, etc. No. 00612 of 1952. Claims December 8 to Mervyn Frank Andrews, 5 Unity Street, Bristol.

VOLUNTARY LIQUIDATIONS

Murray & Baldwin (Bath) Ltd., Crest Works, Box, Chippenham, Wilts., sports goods and furniture manufacturers, etc.

At the statutory meeting of creditors statement of affairs showed liabilities £12,226 0s. 9d. (£9,203 8s. 9d. due to trade creditors) and net assets £9,387 0s. 7d., deficiency £2,839 0s. 2d. Creditors confirmed the voluntary liquidation with Mr. P. W. Hort, C.A., (E. T. Collins & Son, 28 Baldwin Street, Bristol) as liquidator, with a committee of inspection.

M. & S. K. Furniture Ltd., (formerly known as **M. & K. Furniture Ltd.**) registered office, Devonshire Chambers, 146 Bishopsgate, E.C.2, furniture manufacturers.

Pursuant to Section 293 of the Companies Act, 1948, a meeting of creditors was held recently when statement of affairs showed liabilities £1,062 and net assets £469, deficiency £593.

Mr. Louis Stanton, accountant, 146 Bishopsgate, London, E.C.2, was appointed liquidator.

BANKRUPTCY REPORTS

Ernest **Ball**, and Aaron Henry **Davis**, trading together in partnership as **Davis & Ball**, at 41-43 Redchurch Street, London, E.1, as upholstery manufacturers, and the said A. H. Davis trading as **A. H. Davis**, at 119 Virginia Road, Shoreditch, E.2, as a stuffover frame manufacturer.

At first meeting of creditors joint statement of affairs showed gross liabilities £2,983 (£2,802 expected to rank for dividend) and assets estimated to realise £622. Mr. C. L. Walker, C.A., 92 New Bond Street, W.1, was appointed trustee with a committee of inspection.

Charles Dunmow **Chambers**, "Perryfield," Highfield Road, Edenbridge, Kent, lately in business at 1 and 49 Granville Arcade, London, S.W.9, house furnisher.

When debtor applied for his discharge statement of affairs disclosed liabilities £2,036, and creditors' proofs of debt for £1,826 had been admitted. Assets had realised £449.

Receiving Order was made in January, 1948. Debtor had said that he had started trading as a furnisher in 1946. He had attributed his failure to lack of capital; lack of experience and to ill-health. It appeared that debtor had been handicapped by inadequate premises at a high rent, by his inability as a newcomer to the trade to obtain supplies, and by the fuel crisis of 1947. Debtor's deficiency account showed that he had lost £750 by gambling.

Official Receiver: "Having regard to the difficulties the bankrupt was faced with, starting a business with but relatively small capital, and with all the difficulty of supply, he was quite unjustified in living at the standard he did and in frittering away an appreciable sum of money by betting."

The discharge was granted subject to a suspension of six months.

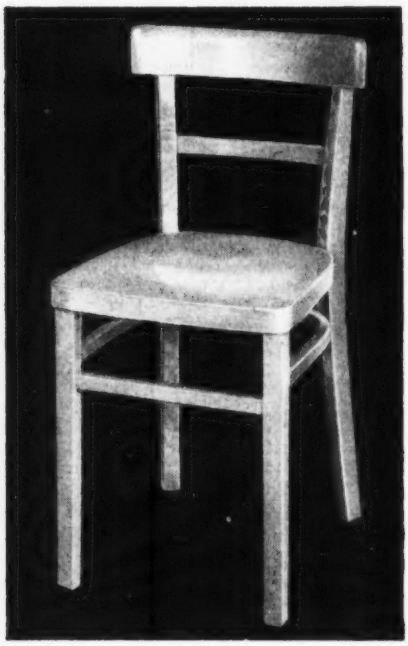
I. GRIEW & CO., LTD. WATERDEN RD. LONDON. E.15

THE BEST IN *BENT* CHAIRS . . .

BENCHAIRs

BENCHAIRs
— LIMITED —

IMPORTERS OF BENTWOOD FURNITURE



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The NEW ELIZABETHAN PERIOD

By Paul Reilly

ONE of the best proofs—if evidence is still needed—that new ideas are abroad in our furniture industry is this special supplement in *Furnishing World*. A trade journal is nothing if it is not sensitive to trends and those who have been closely watching the post-war developments in furniture design have also been keeping one eye on the trade Press which, being both mouthpiece and servant of industry, is usually a pretty accurate barometer to the way things are going.

A few years ago the furniture trade Press handled controversial questions of design either gingerly or not at all. To-day almost every issue of this journal illustrates and comments on these new developments and, as if to mark the arrival of a fully-fledged style, *Furnishing World* has been foremost in campaigning for a new name for these new designs. Indeed the casual observer of the trade might almost be led to believe that the only controversy outstanding is one of nomenclature. It is not my purpose in this article to continue that debate (I have already been allowed to join in the correspondence on "New Elizabethan" *versus* "Contemporary") but rather to attempt to put this New Elizabethan furniture into historical perspective and to show why the new attitude to furniture makes sense to-day and why it points to good business to-morrow.

Some five years ago I was visiting a steel works in the north of England, a vast, efficient and up-to-date concern. I noticed as I toured the workshops that the management believed in exhortation by slogan, motto and apt quotation; behind the managing director's desk there was the old favourite about doing the difficult to-day but the impossible taking a bit longer. On the back of a cloakroom door I found a quotation that seemed to sum up many discussions on design, offering a short cut through the tangled arguments about tradition and experiment. It has, I think, a special relevance to the British furniture industry. It seems that Confucius was once asked how he could recognise a good artist-craftsman. The sage replied: "First by the reputation of his ancestors for honesty and sincerity. Second, by his ability to create something new with a tradition that is old."

There is, I believe, no industry in the world that has finer antecedents than the British furniture industry. The honesty and sincerity of our ancient craftsmen, from the days of the carpenters to those of the joiners and later of the cabinetmakers, were the sure foundations of the great tradition of English furniture. Our forebears well fulfilled the first clause of Confucius' definition and each generation in turn acted upon his second clause. For three hundred years, say from 1550 to 1850, each generation of craftsmen built on and added to what had gone before. The Jacobeans refined the Elizabethan pieces; the Cromwellians took them a stage further, still working in oak as joiners. The next generation, influenced by foreign ideas brought back by the Restoration Court, let themselves go with more detail and carving and introduced many unheard-of pieces. The Queen Anne craftsmen using yet other techniques and timbers developed their own style, and so in turn did the great eighteenth century chairmakers and cabinetmakers—each creating something new with a tradition that was already old and growing older.

And yet there was no controversy, no raised eyebrows nor

(*Continued over page*)

angry asides that this contemporary stuff was a flash in the pan or the frivolous fancy of a bunch of æsthetes. The craftsmen and designers and the patrons of those days accepted new developments as natural and necessary; they were proud of their contemporary design. They were so sure that they were doing right that they never paused to think up a name for what they were doing; they did not feel it necessary to excuse their experiments by naming them after royalty; they left the labelling to posterity.

In those great days the British tradition in furniture was a tradition of experiment and of creative development. And yet by some strange distortion our "traditionalists" to-day pride themselves on the exact opposite. Tradition has come to mean reproduction, copying the past, resting on ancestors' laurels—in short, allowing our great-great-grandfathers to do our thinking for us. How did the one tradition end and the other begin?

It is not necessary to trace again the familiar story of decline and fall. The industrial revolution, the divorce between maker and consumer, the loss of individual craftsmanship, the substitution of draughtsmen for designers, the introduction of machines to satisfy a mass market, the inevitable ignorance of that market and the increasing pressure for cheaper furniture and easier terms have all played their part and are more or less well understood.

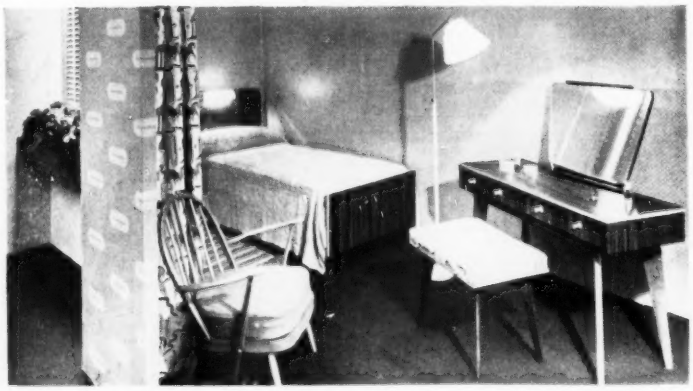
More interesting than the decline of British furniture is its rebirth, which goes back to the closing years of the last century, to venerable revolutionaries who in their day probably alarmed the trade just as much as do some of our own contemporary designers.

Four stages can be seen in the development of the modern styles. The first, dating back to William Morris and the Arts and Crafts Movement, was as much concerned with standards of materials and craftmanship as with new ideas of design; indeed concentration on handwork led back to mediæval revivals rather than forward to modern living; but to it we owe that excellent characteristic of our contemporary furniture—its concern with proper selection of timber and its straightforward construction unconcealed by varnish and applied ornament.

The second phase of the modern movement might be called the "functionalist" phase. Stemming from Morris's teaching about materials and workmanship, this phase concentrated on logical solutions to design problems, on fitness for purpose and practical considerations of use and space. It developed alongside the modern movement in architecture, and was seen most forcefully on the Continent, especially in Germany. It came to this country mainly in the guise of unit furniture (simple box-like structures that could be easily assembled in modern flats) and of bent tubular or plywood chairs.

In the years between the wars it found favour in rather limited, intellectual circles and this fact has perhaps impeded the wider acceptance of its post-war offspring. It was by no means big business and its somewhat square, spare and bare appearance held little popular appeal. It faced up, however, to the urgent problems of space and storage in small modern homes. It tackled the question of scale and to that extent has greatly influenced post-war thought. Functional furniture is easily dateable to-day, but it was a genuine contribution to the furniture story.

The next phase may be called



We acknowledge with gratitude the assistance of the Council of Industrial Design and its Scottish Committee for supplying all the illustrations in this supplement with the exception of the photograph at the top of this page, and the two at the top of page 64 (which are by Hamptons).

the Utility phase, still commercially controversial but design-wise at last becoming recognised as a landmark in the modern development. This war-time expedient acted in two opposite ways on the trade. On the one hand the meagre variety available and the conditions and restrictions surrounding it decided many manufacturers to go into reverse as soon as times permitted; Utility designs became associated with war-time controls and a natural reaction followed. On the other hand the quality of design and construction of the best Utility furniture greatly influenced the tastes of a very wide section of the public; modern ideas of scale, function and reasonable standards of material and workmanship were given a mass audience for the first time and out of that involuntary audience grew the large discriminating public that to-day looks for contemporary design.

The fourth phase of the modern movement is thus the post-war development of contemporary furniture. It owes much to the three preceding phases. It is not something that has cropped up out of the blue, some stunt of the Council of Industrial Design, or some passing Festival fancy. It has long enough roots if we go no further back than William Morris. But lovers of tradition may take heart from another aspect of its pedigree. During the inter-war years, while modern architects in Germany were pursuing their functional philosophy, Scandinavian designers were developing a slightly different kind of modern design. It was functional in the sense of being economical and space-saving, but it was traditional in the sense of pedigree. The pioneers of the modern Scandinavian school looked to the modest pieces of our late eighteenth century for their models, the sort of country-built, unsophisticated furniture that was made in small workshops throughout this country and that looks as well in a modern home to-day as ever it did. The Scandinavians would be the first to recognise their debt to English history, while we in turn to-day can recognise the influence Scandinavia has had on much of our contemporary thought.

It is, too, this eighteenth century pedigree that makes the best of New Elizabethan furniture such a good mixer. It is quite easy to blend in one room pieces from the end of the eighteenth or beginning of the nineteenth centuries with good pieces of New Elizabethan; the two periods seem somehow in balance and scale, almost on the same wave-

(continued over page)

length of taste without the present in any way having to copy the past. The social historian, moreover, may observe that good New Elizabethan furniture is not only a good mixer historically, but a good mixer socially; it is as much at home in a West End flat as in a council house and that suggests a very considerable market. Classless furniture is a new phenomenon and well suited to the world to-day. The shiny repro-Jacobethan of the trade could never make that grade; it is common in the worst sense of the word, pretentious like an over-dressed woman, socially aspiring but dropping her h's all along the line.

The best New Elizabethan designs, moreover, can now rival the traditional bread-and-butter of the trade in atmosphere, in the appearance of comfort and well-being as well as in the reality. This was not always so with modern furniture; in the last few years it has mellowed and softened in line, warmed up in colour and generally assumed those essential domestic qualities that the British public expects.

That the British public is taking to it is already clear from the figures of those who make and sell it. There are too many pressures building a demand for better furniture for the figures to be otherwise. In all periods of vigorous design there has been a close relationship between architecture and furniture. Modern architecture as seen in the best of our new schools, shops, factories and housing estates is very different from the pre-war run of building: old styles of furniture look more and more out of place and scale in these new surroundings. The children growing up in these new schools will have a brighter, fresher eye than their parents, most of whom went from ugly homes to uglier classrooms. The Press—particularly the magazine Press—devotes more space than ever before to questions of fur-

(Continued on page 85)

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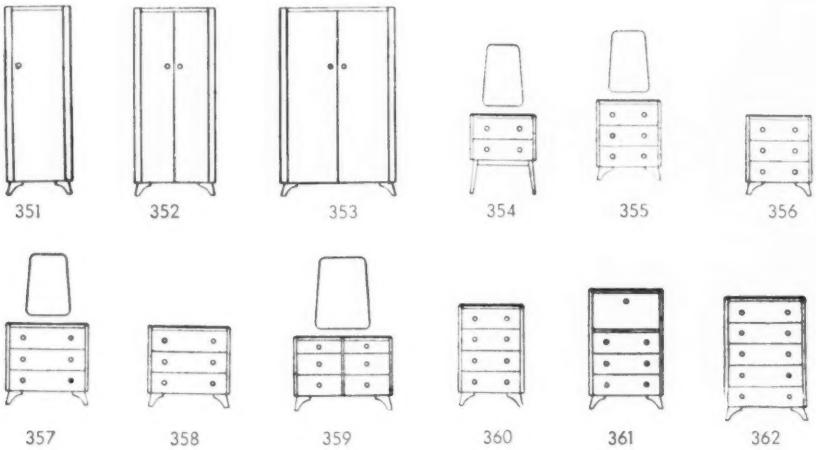

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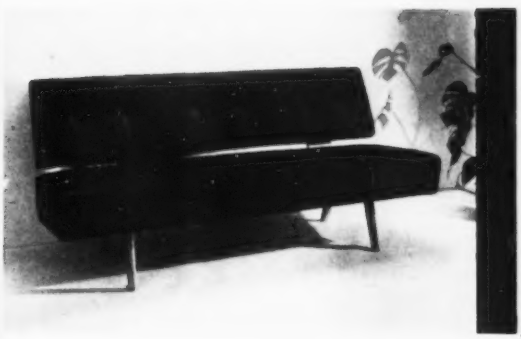

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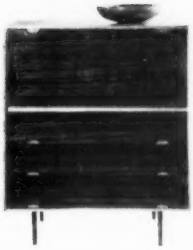

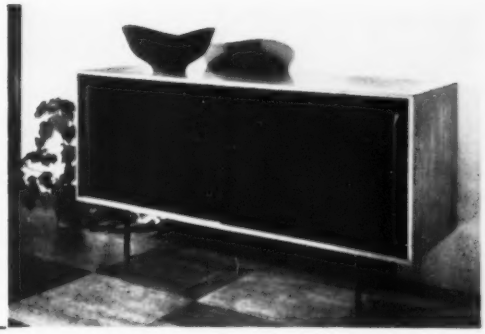

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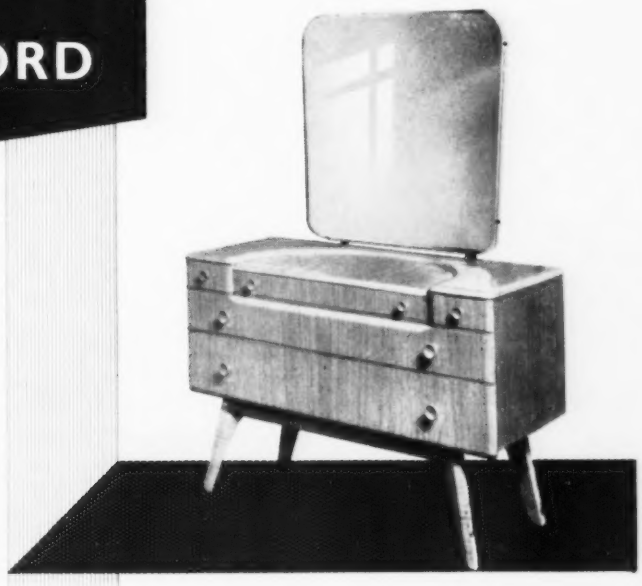

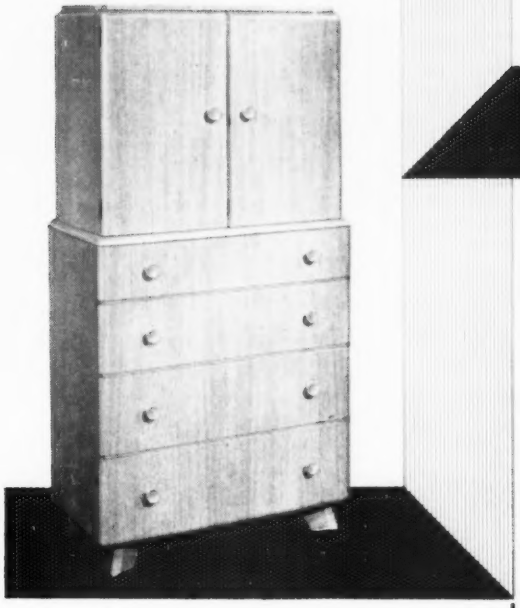

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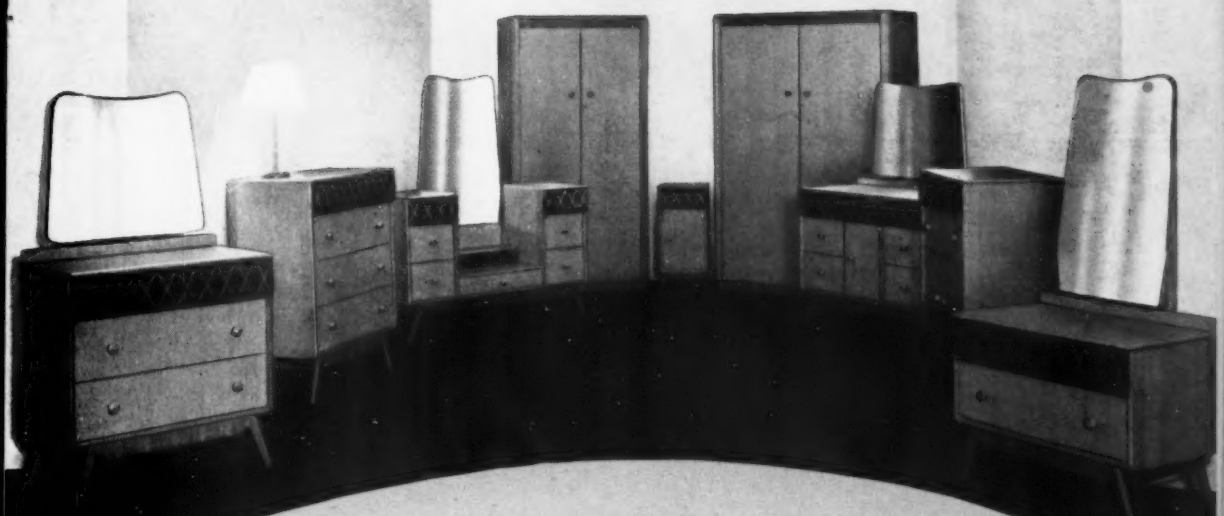

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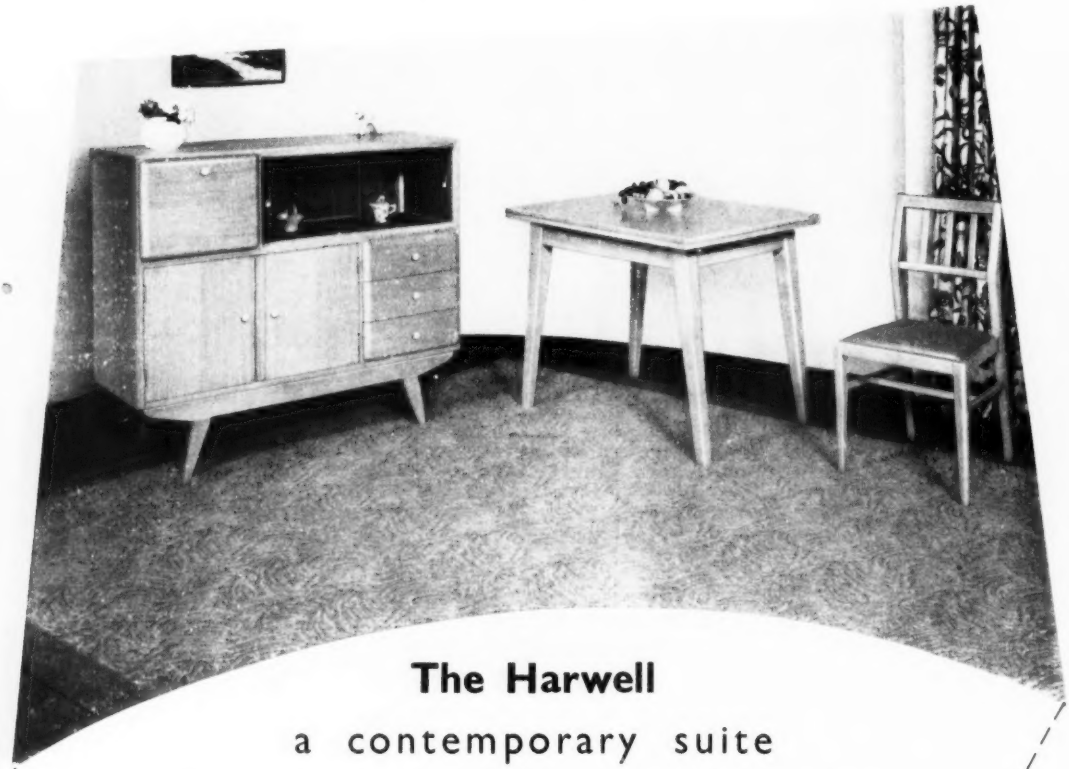

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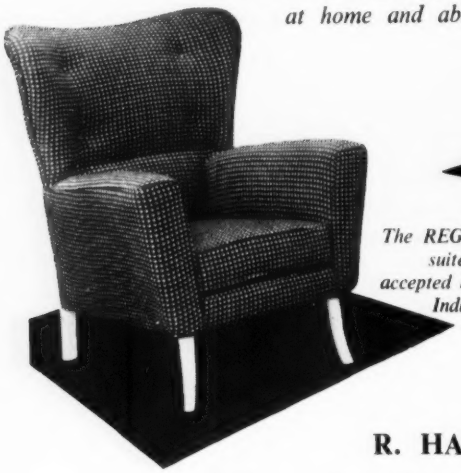

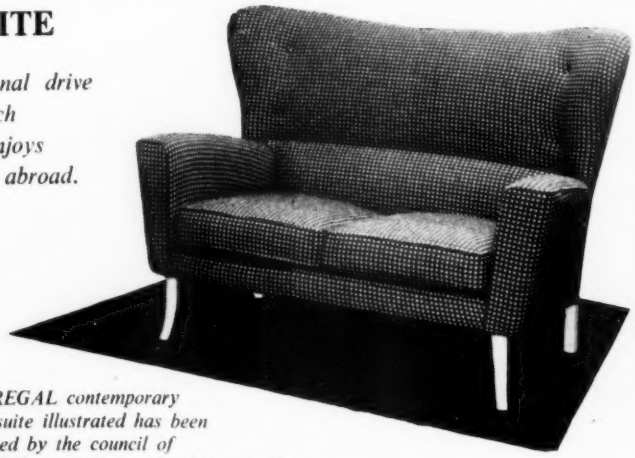

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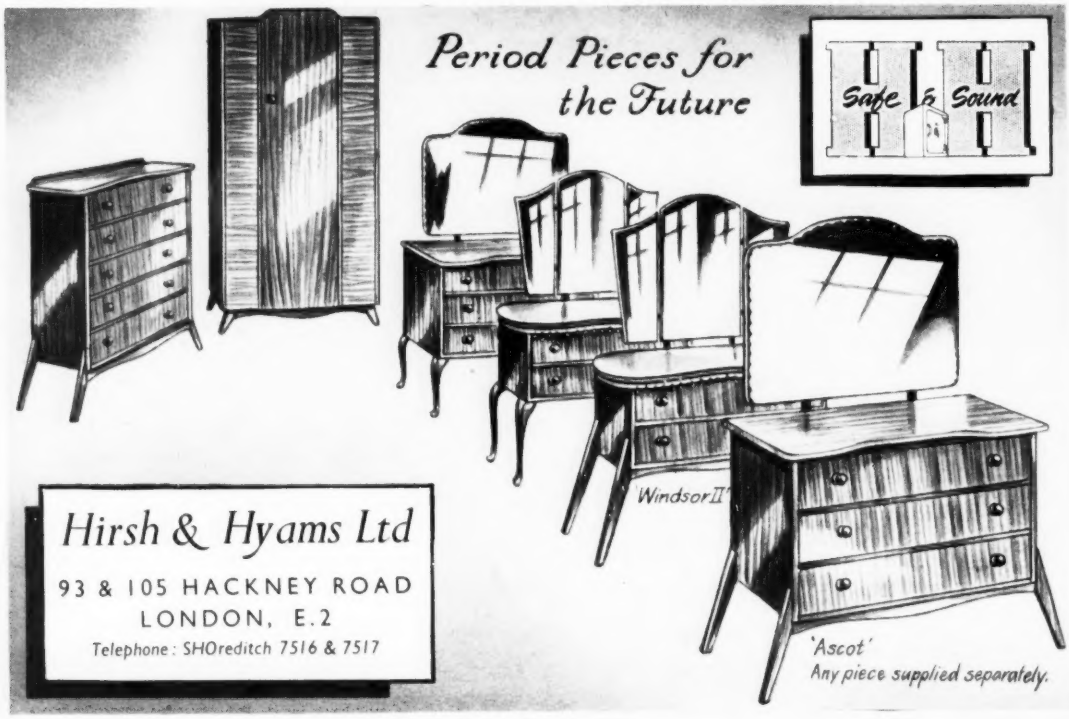

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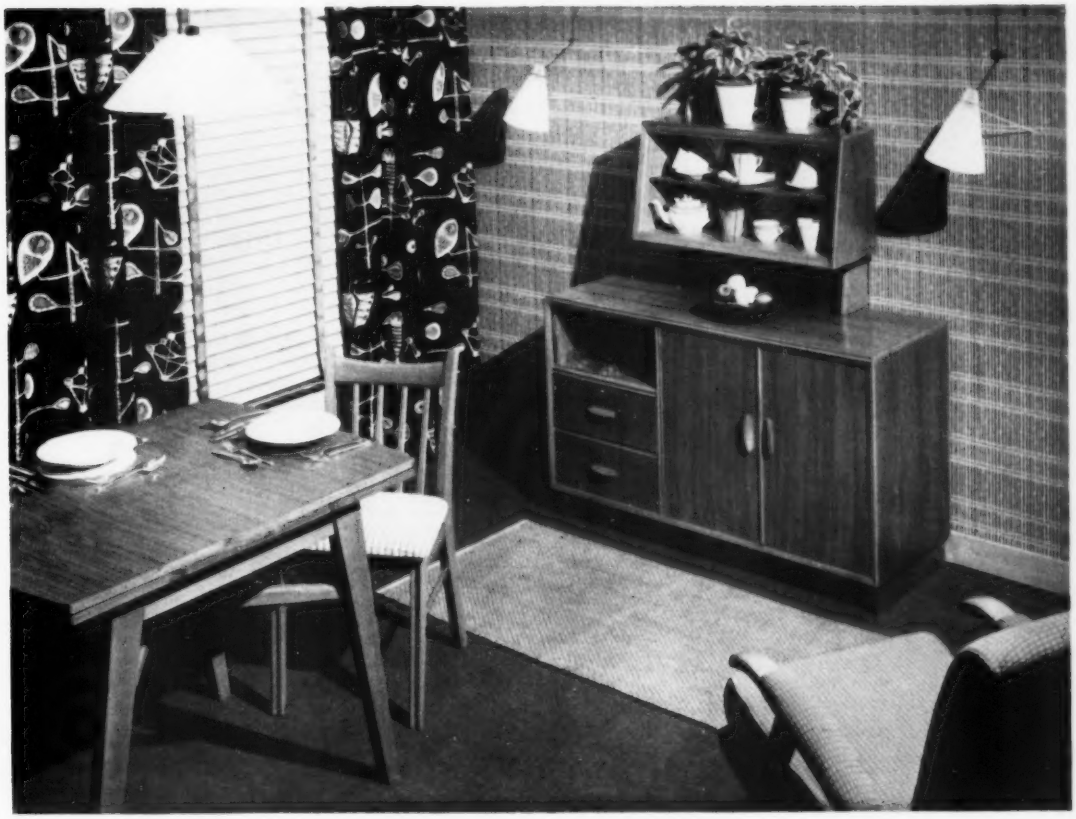

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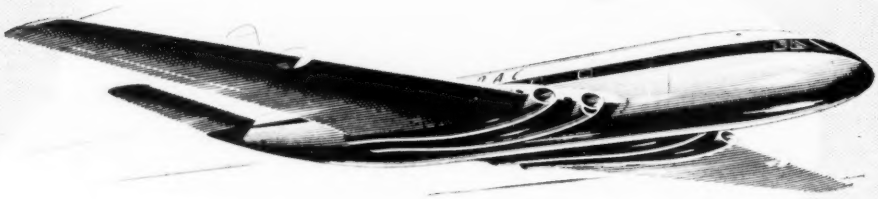

With acknowledgements to B.O.A.C.

We are pleased to announce the new ALBRO range of Contemporary Bedroom Suites. This range, tastefully designed and manufactured with that extra attention to detail which characterises all ALBRO furniture, will, we feel sure, prove to be as popular as its predecessors. We need hardly add that we are maintaining our policy of producing good quality furniture at a reasonable price.

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The Case For The
NEW ELIZABETHAN FURNISHING STYLE

(*continued from page* 64)
nishing and home-building, and in nine cases out of ten the ideas are interpreted by photographs or drawings of New Elizabethan settings. Advertisers with no stake in the furniture trade, who would often use period props to conjure an atmosphere of wealth and well-being, are turning more and more to New Elizabethan furnishings to convey the same impression. Film sets are being dressed with pieces of this type; so are television programmes. Retail shops all over the country are changing over to stocks of this furniture and displaying it with more skill and imagination. National advertising campaigns by manufacturers are increasing the momentum.

Battle of Ideas

The main battle of ideas is almost won. The commercial risk has largely been taken out of the new styles of furniture. But as one risk recedes another advances — the risk that good modern furniture will be badly copied, that those makers of repro-Jaco, to whom a bulbous leg and an antique rub are often the sum total of furniture scholarship, will one day jump on the New Elizabethan wagon and debase the new ideas as wantonly as they have abused the old. It would be a sad story if British furniture were to go off the rails again just as the industry has rediscovered the way to create something new with its tradition that is old.

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The "REDIREST" is always ready for instant use as a double bed. It stores all its own bedding, in position. As comfortable as a settee could be, one easy lift forward converts it into the ideal bed . . . arranged for sleeping in the normal position, with the head to the back of the settee. *Ask for a demonstration.*

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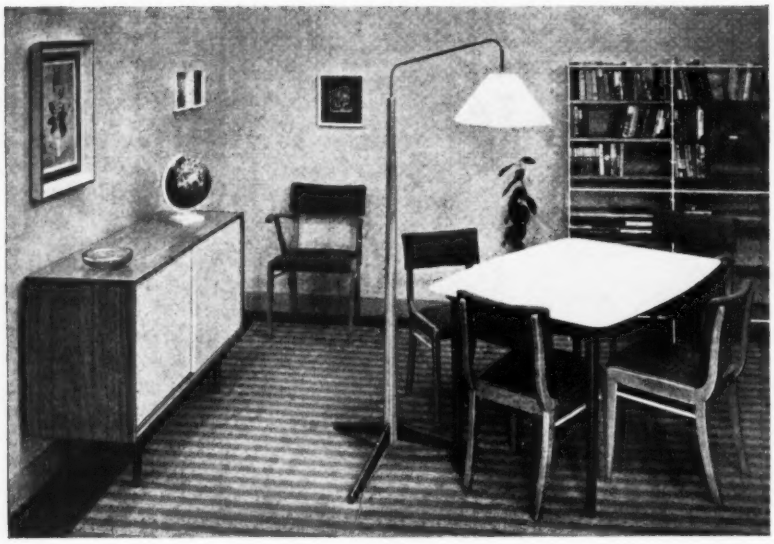

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Nation-Wide Works at Hospitals

REIGATE (Surrey). S.W. Metropolitan Regional Hospital Board proposes adaptations at Brooklands, for further accommodation. £6,950.

CARMARTHEN. A mental patients' unit at Carmarthen Mental Hospital is planned by Welsh Regional Hospital Board, Cardiff, at cost of £60,000. Other schemes include a blood transfusion centre at Rhydlafer, near Cardiff, £54,369.

SOUTHPORT (Lancs.). The first mental hospital to be erected since the war will be at Greaves Hall, Southport, and will cost £2,850,000. Liverpool Regional Hospital Board is the Authority concerned.

CATERHAM (Surrey). The S.W. Metropolitan Regional Hospital Board, 11 Portland Place, London, W.1, will carry out adaptations at Whyteleafe to accommodate 24 patients, at £5,295.

HORSHAM (Sussex). S.W. Metropolitan Regional Hospital Board, 11 Portland Place, London, W.1, will carry out third and fourth stages of adaptations at Forest Hospital, at £15,000.

NEWCASTLE - ON - TYNE. A building contract at £229,000 has been awarded by Newcastle Regional Hospital Board, for erection of a pathological institute and blood transfusion centre at Newcastle General Hospital. The Board's Chief Architect is P. H. Knighton, Durira, Newcastle. Architects: Scherrer & Hicks, 27 Harcourt House, Cavendish Square, London, W.1.

READING. Plans submitted for additions to Maddock House, Peppard Road, for Governors of Grey Coat Hospital.

BRENTWOOD. Tenders invited by N.E. Metropolitan Hospital Board for £17,000 adaptations at Warley Lodge, Little Warley. Board's Secretary, 11a Portland Place, London, W.1.

LIVERPOOL. The first mental hospital to be erected since the war will be in the Liverpool Regional Hospital Board area. Foundation stones will be laid early next year.

WELWYN GARDEN CITY. A contract at £25,000 has been placed for building new licensed premises at Ludwick Estate, for Whitbread & Co., Ltd., of London, E.C.

NOTTINGHAM. A building contract has been placed for the first instalment of a public house at Wollaton Vale, for Mitchells & Butlers, Ltd., brewers, Smethwick, Birmingham.

SCARBOROUGH. Additions and alterations at Hotel Stresa, 15-16 Esplanade, are planned for D. Checkley. Alterations, Ramshill Hotel, for Scarborough and Whitby Breweries, Ltd. Architects: Baker & Clark, York Place, Scarborough.

EDMONTON. B.C. will lease land at Sebastopol Road to Taylor, Walker & Co., Ltd., brewers, London, for new licensed premises.

HARROW. L.C.C. has approved lease of a site at Headstone Lane to Whitbread & Co., Ltd., brewers, London, E.C.1, who will erect a public house.

SOUTH SHIELDS. Newcastle Breweries, Ltd., Haymarket, Newcastle-on-Tyne ,are expecting a building licence to replace the Beehive Inn in Wellington Street.

STOCKTON-ON-TEES. Corporation has approved revised plans for licensed premises in Durham Road, for Ind, Coope & Allsopp, Ltd., brewers, London.

FELLING-ON-TYNE. J. Rowell & Son, Ltd., brewers, 143 High Street, Gateshead, propose licensed premises at Sunderland Road. Architects: Wetherell & Lamb, Tweedholme, Picton Place, Newcastle-on-Tyne.

GRIMSBY. Plans submitted by Moors & Robsons Breweries, Ltd., for additions and alterations at Yarborough Hotel.

MARGATE. Corporation Planning Committee has received preliminary enquiry for reconstruction of Cliftonville Hotel, as licensed premises and flats.

LOWESTOFT. Erection of a public house at Yarmouth Road, Gunton, proposed by E. Lacon & Co., Ltd., The Brewery, Great Yarmouth. Plans submitted.

TORQUAY. Additions are planned at Lansdowne Hotel, Old Torwood Road, for Mrs. M. Pennington, who submitted plans.

CHELSEA. B.C. reports that terms have been agreed with Courage & Co., Ltd., for the site of the new "Riley Arms" at Cremorne Estate.

LUTON. Plans submitted for a public house at Hitchin Road, for Whitbread & Co., Ltd., London.

—4 NEW INNS AT RUGBY—

RUGBY. Additions and alterations at the following-named licensed houses have been planned by Shipley & Partners, architects, King's Court, Bridge Street, Walsall. "Stag and Pheasant," Hilmorton, Queens Head, West Street. Lawrence Sherriffe Arms, Church Street. Owners: Ansells Brewery, Ltd., Birmingham, 6.

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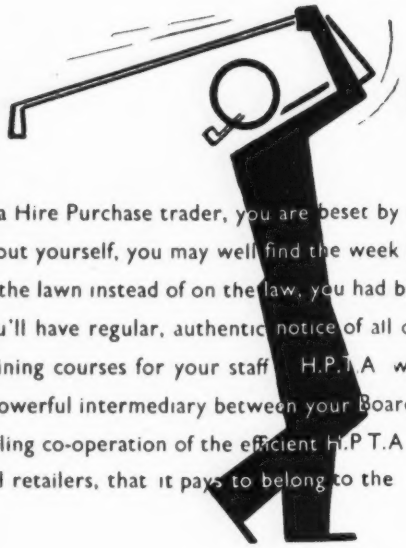

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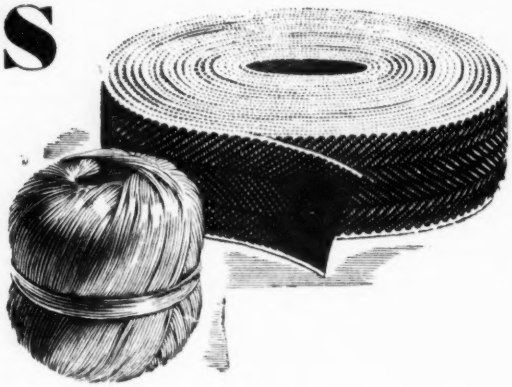

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Many New Furnishing Companies

The undermentioned particulars of new companies are taken from the daily register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Chiltern Furnishing Co., Ltd.—Registered August 25, 1953. 43 High Street, Aylesbury, Bucks. Nominal capital: £2,000 in £1 shares. Permanent directors: J. L. Powell and Mrs. V. M. Powell, 286 High Street, Berkhamsted; H. Watkins, Dellfield, 12 Athelstan Road, Hemel Hempstead.

Gill Latex Cushion Co., Ltd.—Registered August 26, 1953. 20 Swan Street, Manchester. Nominal capital: £1,000 in £1 shares. Directors: T. Williamson, 9 Mauldeth Road, Heaton Mersey, Stockport; G. N. Williamson, 310 Wellington Road North, Heaton Chapel, Stockport.

L. Goffin, Ltd.—Registered August 27, 1953. 122 The Wicker, Sheffield, 3. To carry on business of dealers in household furniture, ironmongery, turnery, etc. Nominal capital: £1,000 in £1 shares. Directors: W. Dixon, Beechmount, 28 Boroughbridge Road, Knaresborough; J. Davey, Cherry Garth, 2 North Park Avenue, Roundhay, Leeds.

Lawrence Panels, Ltd.—Registered August 29, 1953. 1 Lawrence Road, Tottenham, N.15. To carry on business of veneer manufacturers, plywood panelling, etc. Director: Kathleen M. M. Keywood, 11 Manor Road, E.10. Nominal capital: £500 in £1 shares.

County Carpets (London), Ltd.—Registered August 18, 1953. Broad Street House, 54 Old Broad Street, E.C.2. Nominal capital: £1,000 in £1 shares. Directors: P. Buttimore and Mrs. D. E. Buttimore, 74 The Drive, Hove, Sussex.

P. Hansbro, Ltd. — Registered August 20, 1953. 6-8 Victoria Road, Leeds, 11. To take over business of furniture dealers carried on at Leeds by Mary Tobin and Marguerite Myers. Nominal capital: £8,000 in £1 shares. Directors: Mary Tobin and W. Tobin, 162 Old Lane, Beeston, Leeds, 11; Marguerite Myers, 7 St. Anthony's Road, Beeston, Leeds, 11.

A. G. Meddings & Co., Ltd.—Registered August 22, 1953. 43 Commerce Road, Wood Green, N.22. To carry on business of shopfront fitters, manufacturers of shop, office and household furniture and fittings, etc.. Nominal capital: £1,000 in £1 shares. Directors: A. G. Meddings, 48 The Woodlands, Southgate, N.14; R. Garner, 90 Chelmsford Road, Southgate, N.14.

Decor (Harrogate), Ltd.—Registered August 22, 1953. 24 Crescent Road, Harrogate. To carry on business of manufacturers of and dealers in furniture and upholstery, etc. Nominal capital: £5,000 in £1 shares. Directors: B. F. Lister (chairman) and Moira F. Lister, 4 Firs Avenue, Harrogate; Florence Vaughan, 35 Harlow Moor Drive, Harrogate.

Pearl's (York), Ltd.—Registered August 24, 1953. 22 Boar Lane, Leeds. To carry on business of general drapers, furnishers and general warehousemen, etc. Nominal capital: £2,000 in £1 shares. Directors: W. Richmond and Pearl Richmond, 35 Broomhill Drive, Leeds, 7.

Regal Flooring Co., Ltd.—Registered August 24, 1953. To carry on business of manufacturers of and dealers in carpets, rugs, linoleums, etc. Nominal capital: £500 in £1 shares. Directors: J. J. Findlay, 17 Thrale Road, Streatham, S.W.16; P. A. Andrews, 37 Ansell Road, Tooting, S.W.17.

Hainthorpe Finance Co., Ltd.—Registered September 24, 1953. To carry on business of hire-purchase finance, etc. Nominal capital: £100 in £1 shares. Directors: To be appointed by subscribers. Subscribers: Jean Herbert (company director) and Claire Moore (secretary), both of 128 Albany Street, N.W.1.

S. Bateman & Co., Ltd.—Registered September 24, 1953. 16 Leeds Road, Bradford. To carry on business of manufacturers of and dealers in carpets, rugs, mats, etc. Nominal capital: £25,000 in 5s. shares. Permanent director and chairman: S. Bateman, Inglefield, Thornton, near Bradford.

Acajou, Ltd.—Registered September 8, 1953. Ethelburga House, 91-3 Bishopsgate, E.C.2. To carry on business of mahogany and general hardwood merchants, etc. Nominal capital: £100 in £1 shares. Directors: Mrs. H. M. Rose and D. E. Rose, both of 11 Handel Close, Edgware.

C. Giles & Son (Henley), Ltd.—Registered September 11, 1953. 5 Gravel Hill, Henley-on-Thames, Oxon. To take over business of oil and hardware merchants and furnishers lately carried on as "C. Giles & Son" at Henley-on-Thames. Nominal capital: £6,000 in £1 shares (2,750 Ord., 2,750 Cum. Red. Pref., and 500 Partg. Pref.). Directors: Winifred R. Giles, 5 Gravel Hill, Henley-on-Thames, Oxon; T. A. R. Laird, Corris, Belle Vue Road, Henley-on-Thames, Oxon.

Northgate Sleep Shop, Ltd.—Registered September 11, 1953. 109 Northgate, Darlington. To carry on business of house furnishers dealing particularly in beds and bedding, etc. Nominal capital: £1,000 in £1 shares. Directors: H. H. Bloom and Mabel B. Bloom, 2 Thornfield Road, Middlesbrough.

Kipling Furnishing, Ltd.—Registered September 12, 1953. Nominal capital: £1,500 in £1 shares. Directors: H. D. Robinson, Alwent, Staindrop; Mrs. L. Ward, 23 Victoria Road, Barnard Castle.

M. & G. Marks (Hotel Furnishers), Ltd.—Registered September 16, 1953. 240 Church Street, Blackpool. Nominal capital: £2,000 in £1 shares. Permanent directors: G. Marks (managing director) and Mrs. M. Marks, 7 Knowsley Avenue, Blackpool.

Period Reproduction Furniture (London), Ltd. — Registered September 17, 1953. 34 South Molton Street, W.1. Nominal capital: £1,000 in £1 shares. Directors: To be appointed by subscribers. Subscribers: Esther Yardley, 7 Egerton Gardens, W.13 (clerk); Rosemarie Knight, 10 Alson Road, N.7 (clerk).

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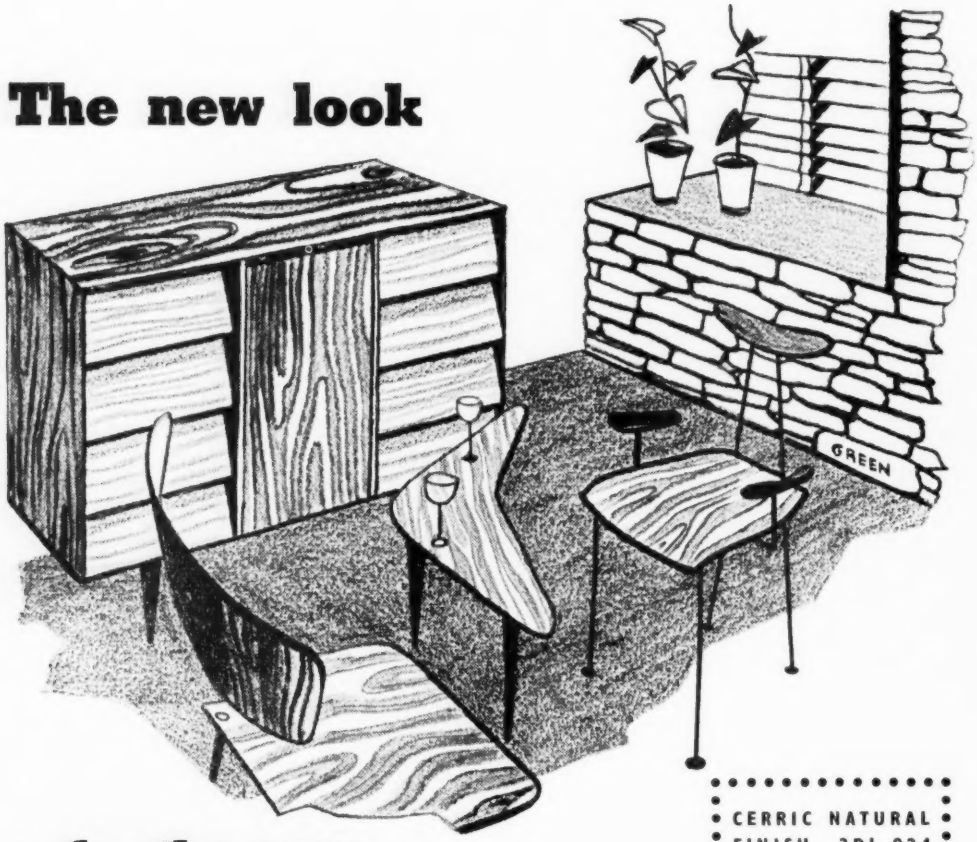
The new look



. . . for the new Elizabethan Age

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Lecture Programme For Master Upholsterers

A VIGOROUS programme, designed to interest and educate members, was adopted by the A.M.U. Western Area branch at its annual general meeting at the Royal Hotel, Bristol.

Several members pointed out that in the early days of the branch trading conditions had been difficult and there had been a great many subjects to discuss and more problems to overcome. It was asserted that the position was now far different.

Various suggestions were made as to the frequency of future meetings, varying from every alternate month to what amounted to a caretaker committee which would call a meeting as the urgency arose.

Mr. W. Ewart Kift urged that they should first compile a list of potential meeting dates throughout the year, and then set out to seek subjects of interest to members to fill the dates.

It was later agreed to meet every third Monday in the month except during August.

Among lectures which are foreshadowed will be Bookkeeping by Mr. Kift, Time and Motion Study, Fabrics and Materials, Designing and Making Curtains, Pelmets and Loose Covers. Suitable lecturers are to be sought for these subjects.

On a recommendation by Mr. P. H. Simpkins, it was also decided to arrange visits to works and factories of interest to members. The first will be to the flock mills of Organ Bros., members of the branch.

In a report given by the secretary, Mr. A. Hazell, it was stated that the branch ended the year with a greater numerical strength than ever before. They had lost only one member during the year and this had more than been made good by the number enrolled. Applications were still being received.

The following officers were elected: president, Mr. R. R. St. Claire; chairman, Mr. C. F. Dury; vice-chairman, Mr. F. J. Clark; secretary, Mr. A. Hazell; treasurer, Mr. F. Case; committee, Messrs. J. P. Palmer, W. H. Washbrook, R. Harris, R. R. St. Claire, and W. E. Kift; council delegate, Mr. Palmer with Mr. Kift as deputy in Mr. Palmer's absence.

Wycombe Firms Plan to Extend

JOYNSON HOLLAND & CO., LTD., furniture manufacturers of High Wycombe, are to rebuild their factory at Abercrombie Avenue, High Wycombe, to cope with expanding trade.

Some months ago the firm opened a new factory at Gomm Road off the main London Road at High Wycombe.

A programme of extension is also to be carried out by J. C. Lane, Ltd., at their factory at Abercrombie Avenue, High Wycombe.

The scheme of expansion, including provision of improved accommodation for rough sawing and storage is designed to facilitate economic production generally.

More Space for Golderstat

ADDITIONAL premises at 4 and 7 Downham Road, London, N.1, have been taken by Golderstat, the photographers, in order to extend studio facilities for the furniture industry and to speed up their printing sections.

The head office remains at 25 Downham Road.

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Rubber Upholstery Web May Prove Major Development

Now Manufactured in England

A New Technique in upholstery, invented in Italy, uses rubber/cotton webbing as a substitute for tension springs. Present trends suggest that there is a big future for Pirelli webbing as a support for latex foam.

THE keen interest already being shown by British manufacturers in rubber webbing as a base for latex foam suggests that this new development may prove to be one of major importance for certain classes of upholstery work.

The economic factor is, of course, the vital one in these days when low-cost production is not desirable only but essential. It is this factor which is proving the main attraction of the Pirelli method.

Manufacture of the webbing in this country has now passed the cautious initial stage and is in full production at a factory in Burton-on-Trent. It was, of course, initiated and developed in Italy where, as Mr. Dennis Young has shown, it has already established its worth for a wide variety of applications. These have included use under the testing conditions of automobile and railway train seating.

Semi-Skilled Men Can Fit It

Like many of the more significant technical developments applicable to a craft industry in a mass-production age, Pirelli webbing has the merit of simplicity and can be easily applied by semi-skilled workers.

These are some of the chief commercial advantages which the makers claim for the webbing—confirmed in general by the limited experience of the new method so far acquired in this country.

Firstly, rubber webbing enables a considerable reduction to be achieved in the amount of latex foam used without lessening the comfort of the chair or divan. It may be possible to cut the cost of the latex by as much as 20 to 30 per cent. This is because it combines very even support, being flat in section, with a sensitive but non-flabby response to pressure. (Reduction in thickness of the latex mouldings may also have obvious advantages from the point of view of design.)

It is extremely easy and quick to apply.

The best method of attaching the webbing to wooden frames is by means of nails with heads 4, 6 or 8 mm. in diameter, preferably with rounded stems and rather large heads.

Small Number of Nails Needed

The number of nails used will range from one to four depending upon the width of the webbing. The surface of the webbing itself exerts a positive frictional grip on the wood and cannot tear or shift.

It has the advantage of being noiseless when the chair is in use.

A third intriguing feature of the Pirelli technique is the increased scope it can offer to designers. A little consideration will soon show the possibilities for less restricted design on anatomical principles.

Chairs fitted with the webbing and designed to exploit its advantages, offer, the makers maintain, exceptional comfort for the top of the back and the head. The construction of the "Procanta" fireside chair, illustrated overload in process of manufacture, gives an indication of how this can come about.

In general less packing is needed than is usual with latex cushioning. A further advantage is that, because of its flat, non-metallic character, the webbing will not bite into the latex and eat it away.

Lastly it is extremely adaptable: it is very easy to achieve varying degrees of resistance according to the conditions of use of the parts being

(*continued over page*)

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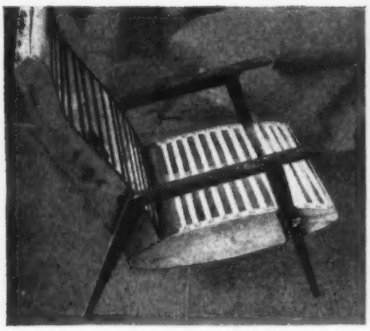
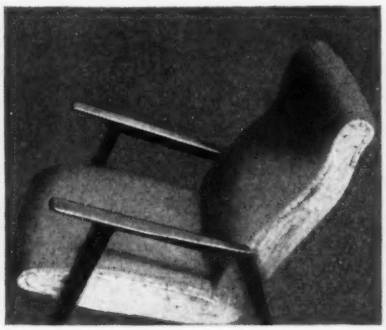




Three stages in the upholstering of a "Procanta" fireside chair using Pirelli rubber webbing under latex foam. Webbing 1¼ in. wide is used for the seat stretched 15 per cent, which gives the requisite firmness. For the back—the webbing used is 1¼ in. wide, stretched 10 per cent.

Claimed as Ideal Base for Latex

(*from previous page*)

made. Thus in the "Procanta" chair the back is made very much softer than the seat with a most satisfying result. Though soft the seat is very comfortable because it possesses a basic firmness to resist the direct weight of the body and therefore it does not "float" unpleasantly.

Widths and tensions of the webbing chosen are given under the illustrations. Latex foam used for the seat is 2 in. hard density; for the back it is 1½ in. medium density.

Stages of manufacture show (left) the construction of the wooden frame shaped to the body-line with the Pirelli webbing nailed in place. The ease with which a comfortable top "corner" for the head-rest is achieved is noteworthy. The webbing is applied in about 12 minutes by semi-skilled labour.

Fitting The Latex

Second stage (centre) shows the chair after the latex, cut from sheet, has been applied. Pre-moulded cushions are unnecessary. The latex is glued in place using rubber-based adhesives and rubberised tape. This stage takes about an hour.

The final stage, the fitting of the cover, has been completed in the illustration (top right). The showwood arms are of Yugoslavian beech, the rest of the wooden frame uses normal interior hardwoods.

Pirelli webbing can also be applied interleaved, as shown in the New Elizabethan divan illustrated.

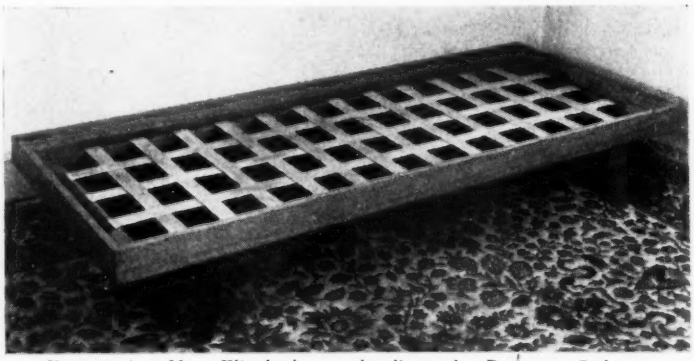
A wide range of widths of webbing is available. For chair backs suitable widths are usually from ¾ to 1⅛ in.; for seats the corresponding widths are 1⅛ to 1½ in. For divans greater width is needed ranging from, say, 1½ in. wide for settees to 2¼ in. for larger divans.

The webbing is extremely strong—one strand of 1½ in. width will support about 4 cwt.

How It Is Constructed

The secret of the strength and resilience of the webbing lies in the rubber-fabric construction. It is made of two layers of fabric rubberised and arranged so that the two layers form a pre-determined angle with one another. The degree of elasticity depends upon the angle between the threads of the fabric. It has been found, in practice, that an angle of 45 deg. gives the best results.

Pirelli webbing is marketed in this country by Progress Mercantile Co., Ltd., 19 Malden Crescent, N.W.1, who are sole distributors. The illustrations on this page are by kind per mission of the associate company, Procanta, Ltd., furniture manufacturers.



Frame of a New Elizabethan style divan, by Procanta, Ltd., uses Pirelli webbing in greater width and interleaved.

Using Science To Forecast Bedding Sales

AMERICAN bedding manufacturers are paying more and more attention to scientific analysis as a means of ascertaining market trends and predicting the future demand.

A recent report singles out the forecasting of general business conditions as an essential but most difficult part of sales budgeting. An analysis of the firm's past figures, though necessary, is not in itself sufficient without a much more general study of other firms' results and the progress or otherwise of competitive manufactures.

This, says the report, is "imperative." It would, for instance, obviously be unwise to base the budget on results for inner spring mattresses alone without considering firms making latex foam mattresses.

Salesmen can be a very useful source of information in preparing the forecast.

How To Choose A Rubber Glue

WITH the widespread use of latex foam and other materials suitable for gluing with rubber-based compounds, manufacturers should welcome the guide just published by the British Rubber Development Board.

Entitled "Rubber Based Adhesive," this twelve-page booklet, printed on are paper, lists all the different types of rubber adhesive on the market and describes their composition. It goes on to show in detail, with illustrations, various applications in building and other spheres for different adhesives. It also describes their methods of use.

This interesting comment on the general nature of adhesion is made in the introductory paragraphs:—

What Makes A Glue Stick?

"Adhesion is usually regarded as being of two types—mechanical and specific—although in most instances the strength of bond is dependent on both functions. *Mechanical adhesion* is brought about by the formation of an interlocking bond between the adhesive and the surface of the material to which it is applied. *Specific adhesion* is brought about by the molecular attraction exerted by the two substances in very close contact, i.e., the adhesive and the material to which it is applied.

"When a rubber adhesive enters the depressions in a porous surface it interlocks with them on setting and forms a mechanical key. At the same time, there is a specific adhesion between the film and the sides of the pores. Non-porous and smooth materials, e.g., polished glass, rely on specific adhesion.

"The type of adhesive to be used in any particular case will be chosen according to the nature of the surface of the materials to be joined, i.e., rough smooth, rigid, flexible, porous or non-porous."

Nut Shell Furniture Finish

A METHOD of finishing furniture which makes use of nut shells and fruit pips has been developed in the U.S.A. It is claimed that it achieves the same effect as normal staining at a fraction of the cost. Uniform graining can also be achieved by the method without preliminary bleaching since the process removes signs of natural discoloration.

The process consists in blasting fine grit from the nut shells on to the sanded wood. The grit contains dry pigments. The surface is first prepared for treatment by applying a thin coat of white.

New Wool-Like Fibre For Moquettes and Fillings

LAST week Courtaulds held an exhibition in Manchester to demonstrate the possibilities of one of their newest textile fibres. Called "Fibrolane," this is made like I.C.I.'s "Ardil" from protein (casein) and is a man made equivalent of animal fibre. It is properly called a "re-generated" protein fibre. The properties of "Fibrolane," and its low price, make it of interest to a wide range of industries including the furniture trade.

Used As A Filling

It is primarily intended for blending with other fibres such as rayon, cotton, nylon and wool. But it can also be used by itself as a packing and filling material. For cushions and quilts 100 per cent "Fibrolane" makes an excellent filling or padding.

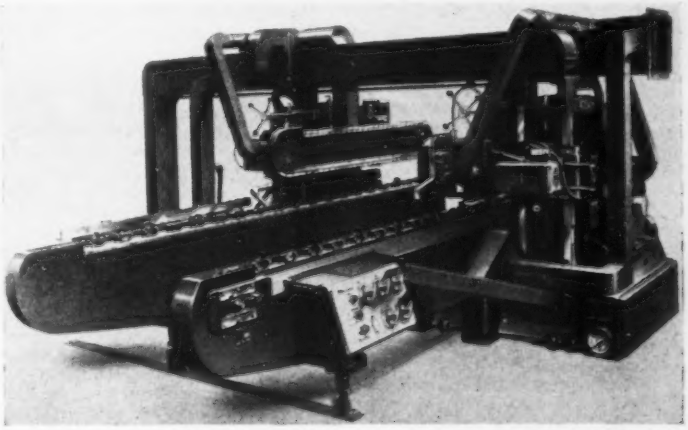
Blended with wool, which it resembles in character, "Fibrolane" can be used to produce an excellent moquette for upholstery work. Its properties include warmth, crease-resistance, fullness of handle, natural crimp, and softness. It is a good white fibre, and can be dyed and printed in excellent colours including the most delicate pastel shades, and bright colourful prints on a white ground. "Fibrolane" is especially useful in blend with cellulosic fibres (e.g. rayon and cotton), because with these it can contribute warmth and good recovery from creasing.

Blended With Wool

In blend with coarse wools, "Fibrolane" has been found to give the resultant fabric a softer handle and a superior quality. These two examples show the object of blending textile fibres scientifically. Blending can bring together in a finished product a number of desirable properties which cannot all be provided by one fibre alone. No single textile fibre is entirely suitable for every textile purpose, and textile manufacturers now think in terms of all available fibres, exploiting the special characteristics of each to the best advantage. The recommended amount of "Fibrolane" to be used in a blend is up to 33⅓ per cent with rayon, and up to 50 per cent with wool.

As a thermal insulant, "Fibrolane" is superior to wool, down or mixed down/goose feathers for a given thickness of material. It has satisfactory compressibility and

(*Continued over page col. 2*)



The improved Wadkin double-end tenoner (Type WF) offers, state the makers, big possibilities for cutting costs and speeding up output on a wide range of work. It was one of the woodworking exhibits of special interest to be seen at the Building Trade Exhibition. Details were given in last week's issue.

HARDWOOD MARKET

By Quercus

Sales Of Lighter Wood Maintained

AS yet, the lifting of import restrictions on the hardwood trade has not had any profound effect on market conditions. It will, undoubtedly, take some time for the market to settle down. Oddly enough, despite certain rather gloomy prognostications that the freeing of softwood from consumer licensing would "knock the bottom" out of the light hardwood market, there is no indication either that this is happening or is likely to happen. On the contrary, it seems probable that the freeing of softwood will, eventually, lead to an increased demand for lighter hardwoods One reason for this is that the freeing of softwood—a front-rank building material — will accelerate housing progress. This acceleration will bring increased demand for light hardwoods for all manner of ancillary purposes.

* * *

There has been one important development arising directly from the recent relaxation of hardwood import restrictions. This is in connection with Japanese oak. There are little or no stocks in the mills. This, coupled with the fact that numerous enquiries have been received on the Japanese market, has produced unfavourable conditions for the U.K. Shippers' prices, for instance, have increased.

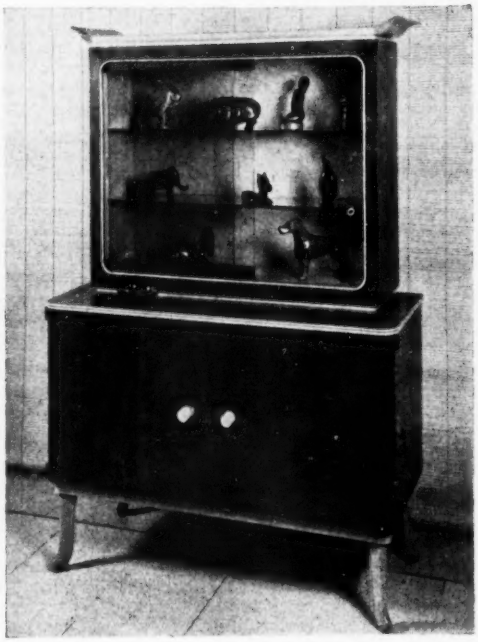
* * *

What of the plywood trade in the midst of all this freedom? It can truthfully be said that the trade is feeling very sore indeed. It is the *only* section of the timber trade that was left out in the cold in the recent official announcements. It is obvious that the main stumbling block to freedom is the plywood National stock and, in an endeavour to overcome this obstacle, it is believed that the trade will shortly submit a scheme to the powers-that-be designed to liquidate the unsold balance. The furniture trade has joined in the fight to free plywood from the "strings" of the National stock and the outcome of the present negotiations will be watched with keen interest and sympathy.

New Wood Preservative

A new wood preservative has been developed which, it is claimed, will prevent damage to newly cut timber and eliminate swelling. It has the advantage of being non-poisonous.

Foolproof, Silent Runners For Sliding Doors



Double passing doors, mounted on "Cabnet" rollers, are a refinement in the distinguished "Loretto" cabinet illustrated. The rollers are rustless, dustproof and completely silent in action. They can be mortised into a thickness of only ¾ in.

NEAT sliding doors, an obvious advantage where living space is restricted, are a feature well in keeping with many of the latest New Elizabethan furniture designs. Manufacturers will therefore find something to interest them in the new catalogues just issued by P. C. Henderson, Ltd., Tangent Works, Barking, Essex.

Of special interest among the many types of sliding door equipment described are the new "Cabnet" rollers for furniture. These are rustless and quiet in action. The makers state that they are precision made and, though their capacity is 35 lb., can be mortised into a thickness of ¾ in.

The catalogue contains detailed and dimensioned line diagrams showing the construction and range of sizes of every component for the "Cabnet" range and also the "Mansion" and "Phantom" models for heavier work.

Top channel and bottom rail for the "Cabnet" rolls can be curved to any reasonable radius. Purpose-made top guides can also be provided. Soft rubber buffers ensure quiet closing.

"Fibrolane" Exhibition

(*from previous page*)

resilience. The exhibition consisted briefly of fabrics all containing a percentage of "Fibrolane" in blend with "Fibro," cotton, wool or nylon.

Testing for Use

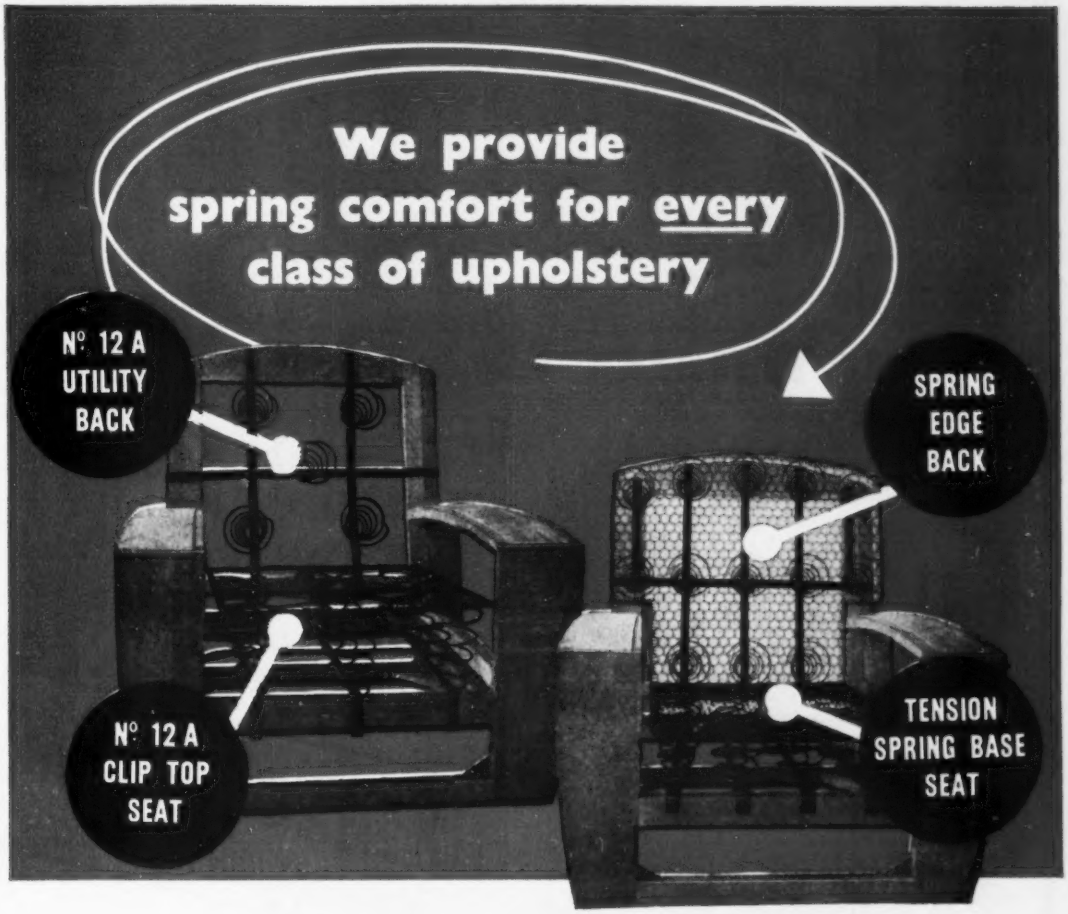
Although Courtaulds are primarily producers of man-made fibres which they supply as "raw material" for the textile industries, they maintain a Use-Development Organisation which is responsible for finding and developing: (a) uses for new fibres, fabrics and other products of the company; (b) new or improved uses for existing products.

In the case of "Fibrolane" the Use-Development Organisation had made many of the fabrics on display, "evaluated" many of them by testing, both in the laboratory and in actual use.

"Fibrolane" is manufactured by Courtaulds at Coventry. It is sold at 42s. per lb. and is, the makers state, the cheapest protein fibre, natural or man-made, on the market. Much of it is being used by cotton spinners in Lancashire and woollen spinners in Yorkshire.

Hot Press v. Cold

COMPARISONS between the costs of operating cold and hot presses for veneering are made in a recent American report. Conclusions were that for panels up to 5-ply the cold press was more economical but above this number the reverse was true. The cold press method required less capital investment but the hot one gave a more rapid rate of production.



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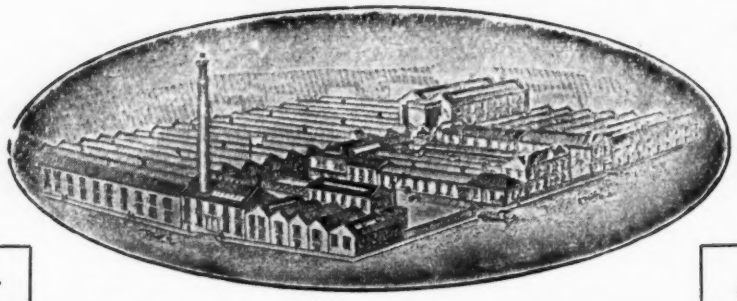

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THE "**Titan**" DROP-END SETTEE FITTING
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Precision made in steel in one complete unit
Adjustable to any depth of settee frame
5 automatic locking positions

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CLASSIFIED ADVERTISEMENTS

"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line.
(15% Discount for three or more consecutive insertions.)
All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ¾ inch. Address: 180 Fleet Street, E.C.4. 'Phone: CHAncery 8844.

SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

AN OPPORTUNITY. Experienced traveller required London area, **UPHOLSTERY FABRICS,** for important house; must be well experienced, used to big business.—Box No. 9007 Furnishing World 180 Fleet St. E.C.4.

A KEEN SALESMAN (22/27) in carpets or furniture who can prove higher earnings than average for his age and desiring bigger scope, should enquire re responsible post with progressive Oxford Store.—Write age, experience, remuneration (equal to £70 p.a. more than present earnings), Box No. 9005 Furnishing World 180 Fleet St. E.C.4.

ASSISTANT DESPATCH MANAGER required, old-established retail furnishers, able to serve and drive.—Apply by letter, stating age, experience and wages required, Stockwell and Oxford, North End, Croydon.

BEDDING AND LINEN salesman. Smart man with good experience required for Kenton branch specialising in these commodities.—Apply Adams of Harrow, 31/41 Clarendon Road, Harrow.

BEDDING FOREMAN required, East London.—Box No. 9016 Furnishing World 180 Fleet St. E.C.4.

FURNITURE SALESMAN, fully experienced; permanent, good prospects; North Wales coast town.—Box 8991 Furnishing World 180 Fleet St. E.C.4.

EXPERIENCED MALE CLERK required for sales office of reputable bedroom furniture manufacturers; progressive position for man with initiative; previous experience in similar capacity preferred. —Apply in writing, giving experience and wages required to Box No. 9015 Furnishing World 180 Fleet St. E.C.4.

SITUATIONS VACANT

EXPERIENCED SALESMAN required for soft furnishings department; good knowledge of carpets and loose covers essential; half-day closing Saturdays; staff restroom and canteen.—Apply Brights, Queens Road, Bristol.

FURNISHING MANAGER AND BUYER required to develop expanding department of a progressive, privately-owned store. A man with high and medium-class experience is needed, aged about 30 to 45 years, with the initiative and imagination to supervise the layout of a new extension and to recruit and train new staff. Excellent remuneration by way of salary and commission, will be paid, according to experience and ability.—Apply, in confidence, giving full details of age, past experience, present position and salary, with some indication of salary required, to the Managing Director, BRATT & EVANS, LTD., Northwich, Ches.

FURNITURE SALESMAN required, must be experienced; good salary and commission paid to man with initiative.—Apply Manager, Butlers of Boscombe, Ltd., Wimborne Road, Winton, Bournemouth.

MANAGER WANTED to take full control of veneering department for bedroom suite manufacturers in Liverpool area. Please state qualifications and wages required. All applications treated in strictest confidence.—Box B881, Lee & Nightingale, Liverpool, 2.

PRACTICAL UPHOLSTERY FOREMAN with ability to cut and design all classes of upholstery; congenial position in North Western factory with large output.—Apply, stating qualifications, etc., Box No. 9017, Furnishing World 180 Fleet St. E.C.4.

UPHOLSTERER also UPHOLSTERESS required.—Apply in writing, full particulars, Morgan Bros. & Mycock, Ltd., Fore Street, St. Austell.

MAPLE & COMPANY invite applications from young men of good appearance and education, with some experience, for the following vacancies:

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SALESMAN for ELECTRICAL SHOWROOM

Prospects are excellent for those requiring a remunerative and progressive career; meals are provided.

—Write full details in confidence to Secretary, 149 Tottenham Court Road, London, W.1.

SITUATIONS VACANT

EXPERIENCED SALESMAN required for busy cash and H.P. shop in North London. Salary and commission average £600 per year minimum. Good prospects. —Apply stating age, experience, etc., to Gordon's Furnishing Co., Ltd., 55 High Road, Wood Green, N.22.

WANTED for large factory in North West of England, Designer-Manager to develop small existing upholstery department; good salary, bonus and excellent working conditions.—Please reply, with full details, qualifications and experience, to Box No. 9023 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES WANTED

A REPRESENTATIVE REQUIRED by a High Wycombe Manufacturer of Firesides, and Small Three-piece Suites in the South Wales and Bristol Channel Area. Commission basis.—Apply Box No. 8971 Furnishing World 180 Fleet St. E.C.4.

DANCER & HEARNE BROS., LTD., Penn Street, nr. Amersham, Bucks, require a representative on a commission basis to carry their well-known wood seat kitchen chairs and diners throughout the following counties: Cornwall, Devon, Somerset, Dorset, Wiltshire, Berkshire.

FURNISHERS / DECORATORS require contract sales representative with live commercial and industrial connections.—Write Box 644, U.K. Advtg., 25 Shaftesbury Avenue, W.1.

MANUFACTURERS OF WELL-KNOWN DINING ROOM FURNITURE REQUIRE REPRESENTATIVES IN THE FOLLOWING AREAS:

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CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 102

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 101

REPRESENTATIVES WANTED

LONDON MANUFACTURERS of springs and spring units to the upholstery and bedding trades require a representative for the Home Counties area, preferably based on High Wycombe. Applicants should have established connection, and there is no objection to the carrying of one non-competitive house.—Apply to General Manager, Box No. 9022 Furnishing World 180 Fleet St. E.C.4.

VONO LIMITED require the services of a sole representative for a new territory in the Midlands.—Applications with fullest details to General Sales Manager, Vono, Ltd., Tipton, Staffs.

REPRESENTATIVES wanted on commission basis to sell exclusive designs in good-quality china cabinets at competitive prices: (1) London and Suburbs; (2) South Wales.—Write in confidence to Box No. 8976 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE required for manufacturer of three-piece suites, bed-settees, fireside chairs and spring-interior mattresses for Lancashire, Cumberland and Westmorland areas. First-class connection handed over to successful applicant who must be around 35/40 and possess own car. Remuneration by salary, commission and expenses.—Box No. 9025 Furnishing World 180 Fleet St. E.C.4.

SOUTH COAST TERRITORY available to capable whole-time representative. Good opportunity to build existing turnover in OCCASIONAL FURNITURE, NURSERY FURNITURE and ANCILLARY LINES. Salary, commission and expenses.—Send details of your past sales record, age, experience, etc., to MANAGING DIRECTOR, Box No. 9024 Furnishing World 180 Fleet St. E.C.4.

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John Denby Limited wish to contact present or prospective manufacturers, with a view to obtaining sole or part selling rights to the upholstery and motor car industries.

Financial support available.

Reply, in confidence, to:

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BIRMINGHAM, 28

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AGENT required for "RI-FOLD" occasional furniture—including formica-topped kitchen tables; commission only; area—Bristol and South Wales.—Apply, E. J. Riley, Limited, Willow Mills, Accrington.

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WOODWORK BUSINESS for sale, suitable furniture, joinery, etc., Queen's Park, W.10; about 2,250 sq. ft.; 12½ years lease; £75 p.a. excl.; Industrial Rating £21 incl.; excellent machinery; £2,250; F. & F. at val.—Apply Box No. 9020 Furnishing World 180 Fleet St. E.C.4.

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CARDING MACHINES for the upholsterer and the bedding maker. Good carding; good dusting. Moderate prices. Deferred terms.—Scientifico, A.F.W., Cowes.

WANTED

TO MANUFACTURERS of fireside chair frames: Large quantities of cheap and medium-class frames required by Northern upholstery firm of repute. In case of difficulty regarding deliveries, willing to collect.—Box No. 9018 Furnishing World 180 Fleet St. E.C.4.

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COUNTY COUNCIL OF MIDDLESEX

SUPPLIES DEPARTMENT

Tenders are invited for the supply and laying of linoleum at County Council establishments within the administrative County of Middlesex for the period February 1, 1954, to January 31, 1955. Applications (with S.A.E., foolscap) for forms of tenders and specification to Chief Supplies Officer, 245 Acton Lane, N.W.10. Sealed tenders to be received by December 19, 1953.

The Council does not bind itself to accept the lowest or any tender.

CLIFFORD RADCLIFFE,
Clerk of the County Council.

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CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 103

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 102

TRADE MARKS

TRADE MARKS, BRAND NAMES AND DESIGNS

THE TRADE MARKS REGISTRATION AGENCY (J. A. T. Caton & Son)
Monument Station Buildings,
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PARCEL of prime and exquisitely grained Vavona Burr Veneer for sale at much below cost; approx. 5,000 sq. ft.—WALNUT CABINET WORKS, LTD., LONDON, E.2. Telephone ADVance 4521/2.

IMMEDIATE DELIVERY—Celanese furnishing taffeta, 36 in. width, best quality, medium green, gold, rose, and fuchsia. —Box No. 9021 Furnishing World 180 Fleet St. E.C.4.

SPOT CASH for cabinet manufactures' surplus stocks, plywood offcuts, etc.—Full details and price to J. E. Jones, 10 Grey Street, Manchester, 12.

FOR SALE

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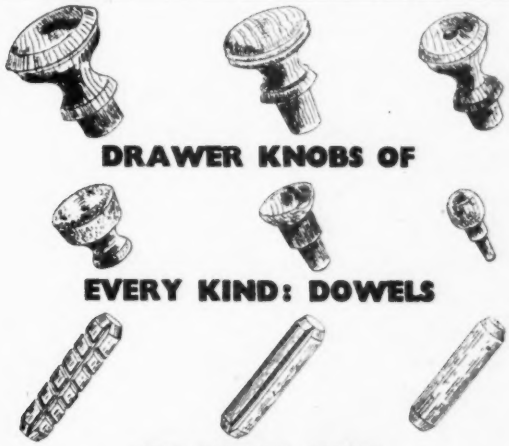

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